

# Consumer Reports

"FACTS YOU NEED  
BEFORE YOU BUY"

VOL. 8, NO. 8

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AUGUST 194



WARTIME PAINTS

SOY PRODUCTS

FRUITS AND  
VEGETABLES

CARE OF AUTOS

POWDER BASES

INFANTS' AND  
CHILDREN'S  
UNDERWEAR

HONEY

VITAMIN A

NEW TREATMENTS  
FOR BURNS

QUESTIONNAIRE

# By the People

*"You take care 'of the people' and 'for the people' very well," writes a CU member, "but I'd like to see a page written 'by the people.' After all, the millions of consumers learn a few tricks in meeting their own problems that might well be shared. . . ."*

This is another of the hundreds of suggestions that came to CU with the recent annual questionnaire.

Publication of letters has been one of the most frequent requests from members. The proposal printed above puts a new light on the question, however. The writer wants CU to devote space to members' ideas on how to meet consumer problems. And since the membership of CU represents as alert a body of consumers as is to be found, that seems to us to be an eminently sensible suggestion which deserves to be adopted. It should be particularly productive of results since the CU membership rolls include a high percentage of scientists, engineers and other technically trained persons (not to mention a still higher percentage of good, practical housewives).

The CU staff will, therefore, keep on the watch for letters containing ideas that will help other members meet their daily problems. And when we come across good ones, we'll pass them on. If you have a good money-saving, time-saving or material-saving "trick" up your sleeve, write and tell us.

Because so many members have asked for it, we'll also try to devote some space regularly to members' comments and criticisms, and to their views on problems discussed in CU publications.

We warn you that we won't be able to print all your letters. We'll have to limit the space we devote to **BY THE PEOPLE**, so that we can continue to devote maximum space to articles about products and health that make the *Reports* what they are.

**CONSUMERS UNION** is a non-profit organization chartered under the Membership Corporation Laws of New York State. Its purpose is to furnish unbiased, usable information to help families meet their buying problems, get their money's worth in their purchases, develop and maintain an understanding of the forces affecting their interests as consumers. Consumers Union has no connection with any commercial

interest and accepts no advertising; income is derived from the fees of members, each of whom has the right to vote for candidates to the Board of Directors. More than 70 educators, social workers and scientists sponsor Consumers Union and a national advisory committee of consumer leaders contributes to the formulation of policy (names of the members of the committee will be furnished on request).

**CONSUMER REPORTS** each month gives comparative ratings of a variety of products based on tests and expert examinations, together with general buying guidance, information on medical and health questions, and news of happenings affecting the consumer's interests. The Reports is the manual of informed and efficient consumers the country over.

**THE BUYING GUIDE** (published as the December issue of the Reports) each year brings together information from all the preceding issues with new material and special buying advice. Pocket-size, 384 pages, with ratings of several thousand products, the Buying Guide is an invaluable shopping companion. Every member gets a copy of the Guide with his membership.

**BREAD & BUTTER** reports each week on new and predicted price and quality changes in consumer goods, interprets Washington legislation as it affects consumers, reports government regulations and actions on the consumer front, advises on food buying and preparation.

**SUBSCRIPTION FEES** are \$4 a year, which includes subscription to the Reports and Buying Guide and Bread & Butter; \$3.50 without Bread & Butter (for foreign and Canadian memberships add 50¢). Reduced subscription rates are available for groups of 10 or more (write for details). Library rates, for the Reports and Bread & Butter

without the Buying Guide issue, are \$3.50; for the Reports alone, \$3.

Membership involves no obligation whatsoever on the part of the member beyond the payment of the subscription fee. Convenient order forms for renewing subscriptions or entering new ones are found at the back of each issue.

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## "Thanks, Mister"

We at Consumers Union used to hear those words often. The speakers were usually workers, members of trade unions. They were expressing their gratitude because CU and the professional people, teachers, small business people, white collar workers and housewives who made up the bulk of CU's membership were lending a helping hand by encouraging the purchase of products made under good working conditions.

Why was a consumer organization concerned about working conditions?

As the first issue of the *Reports* back in May, 1936 expressed it:

"Decent living standards for ultimate consumers will never be maintained simply by reporting on the quality and the price of products. All the technical information in the world will not give enough food or enough clothes to the textile worker's family living on \$11 a week. They, like the college professor or the skilled mechanic, are ultimate consumers; but the only way in which any organization can aid them materially as consumers is by helping them, in their struggle as workers, to get an honest wage."

Well, times have changed, and now it's the professional people, teachers, small business people, white collar workers and housewives who need to say "Thanks" to organized labor.

The reason was foreshadowed in that same first issue of the *Reports*, which reminded workers that:

"Their standard of living depends not only on the number of dollars they earn each week but also on the quantity and the quality of the goods those dollars can buy. . . . Fighting for higher wages is not enough. Workers must also fight for fair prices and good quality in the products they buy."

That was once a hard lesson for workers to learn. The significant thing for all consumers is that, under the impact of war, organized labor has not only learned the lesson, but has acted on it. Now, labor has become by far the most powerful force fighting against inflation. Or, to state it differently, there is now for the first time a powerful, organized group, fighting the consumer's battle against rising prices and declining quality. Organized consumers have gotten themselves a needed ally.

For, despite the progress of the last few years, organized consumers are still in their infancy as a political pressure group. We have yet to show that we can meet the acid test of determining, by our votes, the outcome of an election. We're on the way, but we haven't arrived yet.

Fortunately, organized labor, which has arrived, has made two decisions which are of profound importance to consumers. The first is that labor will participate actively in the coming campaigns for the Congressional elections. The second is that labor has decided to go to bat for stabilization of living costs; it has, in fact, shown that it prefers stabilized living costs to the hopeless and profitless effort of trying to keep wage increases in step with price increases, while the nation takes the disastrous climb up the endless inflationary spiral.

The gain is not entirely a matter of the future. We doubt that anyone in Washington would deny that the strong fight put up by labor organizations has kept living costs from mounting far higher than they have.

The fact that a dent has been made in the enemy's armor doesn't mean, however, that consumer organizations can now afford to sit back and watch the show. This is a fight to decide whether most of us will be permitted to live decently next year, and the year after, and for years to come. That is every consumer's fight.

# Consumer Reports

"FACTS YOU NEED"  
BEFORE YOU BUY"

"Because it was established for the very purpose of aiding families to buy wisely, to avoid waste and to maintain health and living standards, and because it is the largest technical organization providing such guidance, Consumers Union recognizes a special responsibility to the nation. In full awareness of that responsibility, we pledge ourselves to do everything in our power to help Americans as consumers make the greatest possible contribution to the national need."—FROM A RESOLUTION ADOPTED ON DECEMBER 10, 1941, BY THE DIRECTORS.

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# REPORTS ON PRODUCTS

CHIEF TECHNICIAN: Sidney Wang

Ratings of products represent the best judgment of staff technicians or of consultants in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Even with rigorous tests, interpretation of findings is a matter on which expert opinion often differs. It is Consumers Union's pledge that opinions entering into its evaluations shall be as free from bias as it is possible to make them.



... are inferior in quality.  
CU says: Put off painting if you  
can; otherwise use water paints. Read labels carefully

Paints and varnishes for household use have, except for a few special items like fast drying varnish and enamel, shellac varnish and aluminum paint, been fairly abundant. This is due largely to the fact that paint factories are not readily convertible to the manufacture of other war materials. And though demands for paint for war equipment are heavy, normal civilian purchases have fallen off.

Furthermore, supplies of the raw materials for paint making have been adequate, even though imports of tung oil, shellac, natural resins, chrome ore, and some other materials have been reduced or cut off by the war and the full output of some of the synthetic resins and pigments has been required for war purposes.

In recent months, however, the supply of linseed available as a drying oil for paints has become increasingly tight and paint manufacturers are now permitted to purchase only a fraction of their former con-

sumption. The shortage of linseed oil is part of the general curtailment in vegetable and edible oils resulting from the huge military demand for glycerine. An added factor is the reduced importation of oils, and the large demand for oils for lend-lease shipments. And though linseed oil has been little used as an edible product in this country, it is potentially available for food and some of it may be so used before long. Unfortunately, you can't eat your paint and have it, too.

Strenuous efforts have been made to find satisfactory substitutes for linseed oil in paints. Other vegetable oils or fish oils, of course, are unavailable because they too are sources of glycerine and food. Certain proteins, such as casein from milk, zein from corn, and the protein from soy bean were considered as promising substitutes until recently, when they were placed under allocation by the War Production Board. In the absence of suitable substitutes for lin-

seed oil, the restrictions on its use in paint mean either that less paint must be made for civilian use, or that paints must be made with a lower proportion of linseed oil, even though the resulting paint will be of poorer quality.

The present government policy seems to be one of requiring paint manufacturers to impair the quality of their products rather than to reduce quantity. The War Production Board now limits the amount of drying oil that may be used in a gallon of paint to  $3\frac{3}{4}$  pounds in house paints, two pounds in enamels and wall primers,  $1\frac{3}{4}$  pounds in gloss and semigloss wall paints, and  $1\frac{1}{5}$  pounds in flat wall paints. Normally, a good house paint contains about five pounds of oil per gallon.

Many paint manufacturers are opposed to this program of making poorer paints, and many of them have indicated that they intend to manufacture as little oil paint as possible for the duration, specializing instead on water paints, emulsion paints, and other products that can be made properly with very limited proportions of drying oil.

## HOUSE PAINT

The linseed oil taken out of the wartime house paints is being replaced by mineral (petroleum) spirits or a mixture of mineral spirits and water. Simple substitution of a paint thinner for linseed oil would make paint thin and watery in consistency but makers of cheap paints have long known how to avoid that difficulty. The trick is to cook all or a large part of the linseed oil in a varnish kettle until it has the consistency of a very thick syrup. When such thickened or "bodied" oil, is thinned with mineral spirits, the mixture has much the same viscosity as raw linseed oil and can be substituted for it to make paint of fairly good brushing consistency. Where the liquid portion or "vehicle" of good pre-war house paint was approximately 90 percent raw linseed oil and 10 percent thinner and drier, the wartime paint will have a vehicle containing roughly one-third raw linseed oil, one-third bodied oil, and one-third thinner and drier.

Water is usually necessary in these bodied oil paints; without it the product tends to have brushing properties like those of enamel rather than of paint. Addition of water restores the paint-like brushing qualities.

The wartime paints may be ex-

pected to give reasonably good service, but there may be some difficulty in brushing if their consistency is made as heavy as that of pre-war paints. If that is done, it takes about  $1\frac{1}{3}$  gallons of the wartime paint to cover the surface formerly painted with one gallon of pre-war paint. But if the bodied oil paint is made thin enough to cover as much surface as the former paint, it will be sloppy to handle, and will prove materially less durable.

The formulas printed on the labels of the wartime paints may seem at first glance to be much the same as those of the old paints. (A discussion of paint formulas, and how to read them, appeared in the *Reports* for April 1942.) But wartime paints can be recognized by noting the proportions of linseed oil and other ingredients in the vehicle. If the amount of such ingredients as mineral spirits, turpentine, "thinner", water, "colloidal solution," and drier exceeds one-sixth of the amount of the linseed oil the paint is probably of the wartime variety.

Shoppers may still be able to find pre-war types of paint, especially on the shelves of smaller dealers. When old-type paints cannot be obtained, consumers would probably do well to put off exterior painting for a year or two. Many will do so anyway because good painters are becoming hard to find and householders are often too busy with war jobs to do their own painting now.

Houses that have been painted within the past four years should be able to go another year or two without undue difficulty. Houses that have always been painted with pure white lead paint may safely be allowed to go much longer than that. On the other hand, if you feel that you must repaint this year and cannot find the kind of paint you have been using in the past, your best choice probably will be pure white lead paint purchased in the form of soft paste. The "linseed oil" you can buy to mix it with will not be pure raw or boiled oil, but will be a mixture of bodied oil and mineral spirits. But even so the pure white lead paint will be less altered in character than most other paints.

#### INTERIOR PAINTS

The smaller proportion of oil now permitted in interior paints will result in paints of inferior quality. Enamels, gloss and semigloss paints not only contain less oil, but the res-

ins available for making them will be of a more brittle and less water-resistant variety and the coatings will be less durable and more inclined to crack and chip. The flat wall paints will be more difficult to wash and will not stand so many washings as formerly.

#### WATER PAINTS

The paint industry has anticipated the deterioration in quality of flat wall paints by shifting the weight of its advertising to the water paints and the emulsion paints, which can be made with little or no drying oil. There is nothing particularly new about these paints despite the claims made for them. The novelty consists chiefly in the facts that many manufacturers who did not make them in the past are now doing so, and that they are now played up in the advertising.

Paints that the user mixes with water or thins with water are called water paints. Paints thinned with mineral spirits or turpentine are oil paints. The more important water paints are calcimine, casein paint, cement-bound water paint, and emulsion paint.

**CALCIMINE** contains animal glue as the binder. It is sold in the form of a dry powder to be mixed with water before use. Calcimine is cheap, one coat is generally sufficient to cover—in fact it is often difficult to apply more than one coat. It makes a very flat coating of excellent appearance, and it is easily washed off when it has to be renewed or replaced.

If calcimine is applied to unusually porous surfaces, such as poorly plastered walls, it has some tendency to rub off, when dry. To avoid such "chalking," it may be necessary to apply a glue sizing before the calcimine is painted on.

Calcimine does not make a protective coating for wood because, as with all water paints, moisture passes through it readily.

### Popular Brands

**Muresco** is a well-known calcimine;

**Sunflex** and **Luminall** are casein paints;

**Bondex** is a cement-bound paint;

**Kem-Tone** is an emulsion paint.

Water leaves spots on coatings of calcimine so that it is unsuitable for use near sinks, washtubs, lavatories, and other places where water may be splashed on walls. Calcimine cannot be washed when soiled. It must be washed off and a new coat applied.

Calcimine is one of the safest substitutes for good paint to use during the wartime emergency, for it is cheap, and can easily be removed when good paints again become available. Although it is not customary to apply calcimine over oil paint, it can be done as a wartime procedure, provided it is later washed off before more oil paint is applied.

**CASEIN PAINT** has as the binder the casein from milk, though other proteins are used in some similar products. Some casein paints are sold as dry powders to be mixed with cold water before use. Casein paints are similar to calcimine, except that they are much less readily spotted by water and they will stand a reasonable amount of careful washing. Dust and dry dirt can be washed from casein paint, but grease, ink or other liquids penetrate too deeply to be washed off. When casein paint is to be repainted, the new coat is applied directly over the old one, for it is a difficult job to remove casein paint. Casein paints should not be used in damp basements because long continued dampness may cause them to mold and give off an objectionable odor.

When obtainable, casein paint should prove useful during wartime for new plaster or fiberboard walls and ceilings. Unfortunately, casein is now under allocation, and the amount of casein paint made is limited.

Although the manufacturers of casein paint often insist that it may be applied over oil paint, it is not considered wise to do so, particularly if it is desired to return to oil paint afterwards.

Some of the casein paints in paste form contain linseed oil or synthetic resin to improve their resistance to washing. Or the manufacturer may advise the user to add about a pint of linseed oil to a gallon of the paste paint for the same purpose. Although the oil or resin does improve the water resistance of the paint, it also impairs its hiding power so that it may be necessary to apply an extra coat.

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**CEMENT-BOUND WATER PAINTS** have Portland cement as the binder. They are useful for painting cement, masonry, or brick walls or ceilings, either indoors or out, but they do not last well on floors subject to traffic. The manufacturer's directions for application should be followed carefully because some formulas require that the wall be well wetted with water before the paint is put on.

**EMULSION PAINTS** are often simply casein paints in which synthetic resin has been substituted for a large proportion of the casein. Many of the new wall paints that are widely advertised under various trade names are of this type. Some of them may contain no casein at all, using instead certain other chemicals that have the

property of emulsifying resin in water. Emulsion paints are somewhat superior to casein paints in resistance to water and to washing, but they are inferior to good flat wall paints. Grease and other liquid contaminants penetrate into the coating of emulsion paints enough to make washing difficult if not impossible.

The current emphasis on these paints is due chiefly to their appeal to the paint manufacturers under wartime conditions rather than to any new possibilities they offer paint users.

It is a fact that flat wall paint has been used rather extravagantly in this country, on surfaces that are repainted instead of washed when they become soiled. Less expensive kinds of paint, such as calcimine or emulsion,

should serve as well in such a capacity.

In general, the emulsion paints can be recommended for new plaster or fiberboard walls, or walls that have not previously been painted with oil paint. It is not recommended, however, that emulsion paint be applied over oil paint where the intention is to return to oil paint when the war is over.

For those who now have oil paint on their walls the safest practice is to defer repainting for the present if it is at all possible to do so. If the walls are dirty, try washing them (see the *Reports*, July 1943). If they must be repainted, consider using calcimine as a temporary coating until good oil paint is again available, when it will be easy to wash off the calcimine.

crackers, "meat,"  
cookies, flour, oil

## SOY PRODUCTS

sandwich spreads,  
butter, milk, canned

That the soybean is good for human consumption is not a new idea—it has been a mainstay in the Chinese diet for centuries. And, in preparation for World War II, Germany stocked huge quantities of it for use as food as well as for making other materiel of war. In this country, however, the soybean has, until recently, been in the realm of "health foods" and "special diets." Only now is it beginning to emerge as part of the common diet.

There has been considerable consumer resistance to the general use of soy beans, but an educational program based on research by the government and institutions interested in developing the soybean industry has done much to overcome this prejudice. Better methods of processing and the development of tastier recipes have also helped to make the soybean and its products an acceptable part of the daily menu.

The soy is a versatile bean—it can be used fresh or canned like peas or lima beans; it can be dried or pre-cooked and then dried; it can be made into cereals; the bean or the flour made from the bean can be combined with other ingredients and made into a variety of meat substitutes or sandwich spreads; soy oil is

used for cooking or making salad dressings; the bean or flour or both are used in all kinds of baked goods from bread and crackers to sweet dessert cookies.

Many housewives have resisted using soy products on the ground that they cannot afford to experiment with "new" food products at this time. But especially in wartime, when essential foods like meat and fats are scarce, it is important that a food like the soybean—which has been called "the answer to a nutritionist's prayer"—be used to add its goodly store of protein, fat and vitamins to the diet.

To give *Reports* readers an idea of the soy products available and some indication of their palatability, CU technicians conducted taste tests on many types of soy products on the market. These tests were not comparative. They were not intended, for instance, to determine whether one brand of canned green soybeans tasted better than another, but rather to find out if canned green soybeans in general were palatable. Not all of the brands listed below as being available were included in the taste tests.

Some of the tasters—many of whom were initially prejudiced

against soybeans—were agreeably surprised to find that many of the soy products were quite palatable. The main objection to many products was that they were "flat." This is to be expected, since many of these products are made primarily for "special" diets, and for this reason are only slightly seasoned, if at all. The addition of seasoning or, as in the case of the meat substitutes, the addition of an egg, onion or vegetables makes a decided improvement in the flavor.

Most of the products listed below are available in health food stores and cooperatives. Grocery departments in department stores and large grocery chains are beginning to stock some of them and with increased consumer demand, there will be wider distribution.

For a discussion of the nutritive value of soy beans, see the *Reports*, March 1943. Brands are listed in order of increasing cost within each category.

### CANNED SOYBEANS

These may be served hot or cold, and used in the same way as canned peas or beans. When served without additional flavoring, just as they

came from the can, the flavor was considered to be only fair. Additional seasoning improves the flavor. Canned soybeans are a "best buy" as compared with canned peas or beans. Though the price of a No. 2 can is generally slightly higher, the ration point value (11 blue stamps) is much lower, and the nutritive value is considerably greater.

## CANNED GREEN SOY BEANS

(Figure in parentheses is cost per 4 oz. serving.)

- Miller's** (International Nutrition Laboratory, Mt. Vernon, Ohio). 23¢ for No. 2 can (5.5¢).  
**Sanitarium** (Battle Creek Food Co., Battle Creek, Mich.). 26¢ for No. 2 can (5.8¢).  
**Arcadia** (Sherman Foods, Distributor, NYC). 29¢ for No. 2 can (5.8¢).  
**Miller's Giant** (International Nutrition Laboratory). 23¢ for 1 lb. can (5.8¢); 18¢ for 9 oz. can (8¢).  
**Nutrisoy** (Nutrisoy Co., NYC). 29¢ for No. 2 can (5.8¢); 23¢ for 15 oz. can (6.1¢).  
**Island Farm** (Draper Canning Co., Milton, Del.). 17¢ for 10 oz. can (6.8¢).

## SOY BEANS IN TOMATO SAUCE

(Figure in parentheses is cost per 4 oz. serving.)

- Loma Linda, Vegetarian** (Loma Linda Food Co., Arlington, Calif.). 18¢ for 1 lb., 1 oz. jar (4.2¢).  
**Cellu** (Chicago Dietetic Supply House, Inc., Chicago). 12.5¢ for 8 oz. can (6.3¢).  
**Madison** (Madison Foods, Madison College, Tenn.). 9¢ for 5 oz. can (7.2¢).

## PREPARED MEAT SUBSTITUTES

These products contain various combinations of soybeans, soy flour, etc. with peanuts, tomato juice, wheat gluten and anything else the manufacturer thinks will make a good combination. They can be used hot or cold, in sandwiches, in salads, in meat recipes as extenders, or as "meat" dishes—fried, croquettes, baked, etc. When these were served cold, the flavor was considered flat. When served hot or when prepared with onions, condiments or vegetables as a "meat" dish the flavor was much better. No ration points are required, and the cost per pound is generally lower than meat—making these nutritious substitutes a valuable extender of your meat ration. Practically all the labels give recipes and directions for use.

(Figure in parentheses is cost per lb.)

- Vigorost** (Madison Foods). 25¢ for 14 oz. can (29¢). Contained gluten, soy cheese, peanut meal, seasoning.  
**Yum** (Madison Foods). 25¢ for 14 oz. can (29¢). Contained gluten, soybeans, peanut meal, water, seasoning.  
**Zoyburger** (Madison Foods). 25¢ for 14 oz. can (29¢). Contained soybeans, gluten, peanut meal, soy sauce, seasoning.  
**Soytone** (Hain Pure Food Co., Los Angeles). 25¢ for 14 oz. can (29¢). Contained wheat gluten, nuts, soybeans, tomato juice, seasoning.  
**Nuteena** (Loma Linda Food Co.). 30¢ for 14 oz. can (34¢). Contained unroasted peanut butter, wheat cracker meal, soybeans, yeast extract, salt, seasoning, vitamins B<sub>1</sub> and G, and the minerals calcium, phosphorus and iron.  
**Seibert's Soyatose** (Hygienic Food Co., Glendale, Calif.). 15¢ for 7 oz. can (34¢). Contained soybeans, nuts and grains.  
**Proast, Dark** (Special Foods, Inc., Worthington, Ohio). 35¢ for 1 lb. can. Contained gluten, peanut meal, soy extract, salt, water.  
**Soy Protose** (Battle Creek Food Co.). 35¢ for 1 lb. can. Contained wheat gluten, peanut oil, soybeans and sugar.  
**Viva-Ta Defense-Burger** (Vegetable Juice and Products Co., Rochester, N. Y.). 35¢ for 1 lb. can. Contained wheat gluten, soybean meal, eggs, lentils, pecans, onion, salt and seasoning.  
**Proteena, Dark, Mushroom flavor** (Loma Linda Food Co.). 33¢ for 14 oz. can (38¢). Contained wheat gluten, peanuts, soybeans, yeast extract, tomato juice, salt and flavorings.  
**Vegelona** (Loma Linda Food Co.). 33¢ for 14 oz. can (38¢). Contained soybeans, wheat gluten, unroasted peanut butter, onions, tomatoes, salt, seasoning, vitamins B<sub>1</sub> and G and the minerals calcium and phosphorus.

## SANDWICH SPREADS

These spreads are similar to the meat substitutes in composition, but are meant to be used cold. The flavor was considered fair when served as they come from the can. When mixed with hard-cooked eggs, olives, celery, etc., they make a tastier mixture. Some of these spreads may also be used as extenders in croquettes, etc.

(Figure in parentheses is cost per lb.)

- Soy Cheese** (Madison Foods). 25¢ for 14 oz. can (29¢). Contained soybean curd, soy oil and seasoning. May be used as a meat substitute.  
**Miller's Soya Spread** (International Nutrition Laboratory). 10¢ for 5 oz. can (32¢). Contained soybeans, tomato puree, vegetable oil, soy sauce, vegetable seasoning, onion, sea salt.

**Soy Food** (Loma Linda Food Co.). 30¢ for 13 oz. can (37¢). Contained soybeans, salt and flavoring. May be used as a meat substitute.

**Soy Mince Sandwich Spread** (Loma Linda Food Co.). 13¢ for 5 oz. can (42¢). Contained soybeans, olives, peanut butter, tomato puree, lentils, wheat yeast extract, salt and flavorings.

**Hain Sandwich Spread** (Hain Pure Food Co.). 15¢ for 5 oz. can (48¢). Contained peanuts, soybeans, tomato juice, olives, pimientos, seasoning.

## SOY FLOURS AND FLOUR MIXTURES

A fuller discussion of soy flour can be found in the March 1943 *Reports*. Many of the packages list recipes for using soy flour and additional recipes may be had from Leaflet No. 166 of the U. S. Department of Agriculture, "Soybeans for the Table" (write, Sup't. of Documents, Washington, D.C., 5¢), from the Soya Corporation of America, 30 Rockefeller Plaza, NYC, or from almost any processor of soybeans.

(Figure in parentheses is cost per lb.)

- Co-op Soy Bean Flour** (Eastern Co-operative Wholesale, Inc., NYC). 22¢ for 2 lb. (11¢).  
**Arcadia Soya Flour** (Sherman Foods). 23¢ for 1 lb.  
**Cellu Soy Bean Flour** (Chicago Dietetic Supply House, Inc.). 35¢ for 1½ lb. (23¢).  
**Dia-Mel Soy Bean Flour** (Dietetic Food Co., Inc., Brooklyn). 30¢ for 1 lb.  
**Golden Soy Griddle Cake Mix** (Soy Food Mills, Chicago). 15¢ for 1 lb. (12¢). Contained unbleached wheat flour, specially prepared soya product, dextrose, salt, baking powder. Made excellent griddle cakes and waffles.  
**Vee-Bee Soy Muffin Mix** (Vee-Bee Co., Chicago). 20¢ for 12 oz. (27¢). Contained soybean flour, some wheat germ, flour, bran, calcium acid phosphate and sodium bicarbonate. Muffins were rather heavy.  
**Loeb's Soya Soupaide** (The Loeb Dietetic Food Co., Inc., NYC). 10¢ for 2 oz. (80¢). Contained soy flour, barley flour, spices, salt, protein derivative. Used in soups, gravies, sauces or stuffings.

## SOY CRACKERS AND COOKIES

Unless otherwise indicated, these are unsweetened crackers which are used for canapes, with soup or salad, or as snacks.

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(Figure in parentheses is cost per lb.)

**Nabisco Soyas** (National Biscuit Co., NYC). 17¢ for 10 oz. (27¢).  
**Nabisco Soya Cocktailers** (National Biscuit Co.). 11¢ for 5¼ oz. (33¢).  
**Lust's Soya-Cookies** (Lust's Health Food Bakery, NYC). 12¢ for 4 oz. (48¢). Sweet dessert cookies.  
**Cubbison's Soya Toast** (Cubbison Cracker Co., Los Angeles). 23¢ for 7 oz. (52¢).  
**Nutty Soy Bean Thins** (Frank Burns, Inc., Philadelphia). 23¢ for 7 oz. (52¢).  
**Ivins' Soya Thin Wafers** (J. S. Ivins' Sons, Inc., Philadelphia). 23¢ for 7 oz. (52¢).  
**Loeb's Dietetic Soya Crackers** (The Loeb Dietetic Food Co., Inc., NYC). 28¢ for 4 oz. (\$1.12). Sweet dessert cookies.  
**Dia-Mel Dietetic Soy Bits** (Dietetic Food Co., Inc.). 30¢ for 4 oz. (\$1.20).  
**B-C Soy Gluten Wafer** (Battle Creek Food Co.). 30¢ for 3½ oz. (\$1.37).  
**Dia-Mel Kream Krax** (Dietetic Food Co., Inc.). 29¢ for 2¼ oz. (\$1.85). Sweet Dessert Cookies.

## DRIED SOYBEANS

Dried soybeans may be used like other dried beans for baking, in soups and as meat stretchers. "Tenderized" soybeans do not require soaking and cook much more quickly than do dried soybeans. They have a nutty flavor and may be eaten raw, though light roasting and salting enhances the flavor. Soy grits may be used as a cooked cereal, in meat recipes, in baking, etc. These products were considered generally good.

(Figure in parentheses is cost per lb.)

**Co-op Dried Green Soy Beans** (National Co-operatives, Inc., Chicago). 22¢ for 2 lb. (11¢).  
**Co-op Soy Grits** (Eastern Co-operative Wholesale, Inc.). 22¢ for 2 lb. (11¢).  
**Co-op Tenderized Soybeans** (Eastern Co-operative Wholesale, Inc.). 24¢ for 1 lb.  
**Co-op Granulated Soynuts** (National Co-operatives, Inc.). 24¢ for 1 lb.  
**Penna's Tenderized Soy-Beans** (Penna Soya Products Co., Inc., Williamsport, Pa.). 26¢ for 1 lb.

## MISCELLANEOUS SOY PRODUCTS

**SOY OILS** may be used in cooking, frying or for salad dressings.

**Co-op Pure Soya Bean Salad Oil** (National Co-operatives, Inc.). 27¢ for 1 pt.  
**Arcadia Soya Oil** (Sherman Foods). 42¢ for 1 pt.  
**Cellu Soyamaise** (Chicago Dietetic Supply House, Inc.). 50¢ for 1 pt. Con-

tained soybean oil, eggs, cider, vinegar, salt.

**SOY "BUTTERS"** are similar to peanut butter. They have an oilier flavor and, unless the oil is hydrogenated, it tends to separate from the butter and to form a layer on surface.

**Toasted Soy-Bean-Butter** (Penna Soya Products Co., Inc.). 15¢ for 7 oz. Contained soybeans, virgin soybean oil. Oil separated.

**Tom Soya Butter** (Penna Soya Products Co., Inc.). 19¢ for 7 oz. Contained puffed soy flour, refined and hydrogenated soy oil, salt, almond flavoring.

**SALTED SOYBEANS**, to be eaten like peanuts, are also available in bulk at many stores.

**Salty Soys** (Dewey Food Products, Inc., Chicago) are a snack item like salted

peanuts or other nuts. Six ounces cost 10¢ to 15¢ or more.

Other soy products include soy "milks" and drinks (see "Health Drinks", July 1943 *Reports*) and soy cereals.

The soy "milks," with nothing added to disguise their flavor, were quite unpalatable. The flavor of soy drinks depended on the strength and quality of other flavoring—cocoa, banana, malt, etc.—added to the combination. The flavor of dehydrated soy drinks was generally better when they were made up with milk rather than with water.

The cereals, made in whole or in part from soybeans, will be discussed in an article on cereals and breakfast foods, to be published in an early issue of the *Reports*.

# FRESH FRUITS & VEGETABLES



**CU presents a salvage program which will help you stop waste of these valuable foods, and help make what you have go further**

Those who have been looking hopefully forward to mid-Summer, when the fruit and vegetable season is at its height, and fresh produce, fully ripened and plentiful, can be purchased for a few pennies, are doomed to disappointment. The height of the season is here; fruits and vegetables

look as appetizing and luscious as ever, but soaring prices mean that they are beyond the reach of many budgets.

Aside from the fact that many consumers will be denied their fill in enjoyment of the fruits of the season, diets are bound to suffer. Less fruits

and vegetables mean less of the health-giving vitamins and minerals.

In view of this it becomes more essential than ever to make the best possible use of the foods that can be bought and to make a special effort to obtain from them the maximum of their vitamin and mineral content.

Many housewives are still, unwittingly, wasteful. They pare fruits and vegetables, cutting thickly into the flesh, and then throw away the parings, thus discarding the parts richest in vitamins and minerals. The outside leaves of cabbage, lettuce and other greens meet a similar fate.

Avoid such waste. Bear in mind that skins are not only protective coverings for fruits and vegetables; in and near them is also the greatest concentration of vitamins and minerals—protection for the health. Peeled fruits and vegetables should never be soaked, for they "bleed," and a good share of their vital elements dissolve into the water.

With care, it is possible to add considerably to the vitamin and mineral score by means of a food salvage campaign.

#### FRUITS

**APPLESAUCE:** More can be obtained by making it from unpeeled fruit, which has been carefully washed. Strain after cooking.

**ORANGES AND GRAPEFRUIT:** Don't ream and strain, for in doing so, you waste part of the vitamin C contained in the pulp. Instead, cut oranges into quarters or eighths, and serve. Serve grapefruit halved or in segments, instead of as juice.

**PEACHES:** Don't pare them. Instead, put them into a colander, dip into boiling water for a minute, and then into cold water. The skins can then be rubbed off easily with no loss of meat.

**PLUMS, CLINGSTONE PEACHES, CHERRIES** and other fruits having large pits: Some of the juice and meat is usually lost in pitting. Instead of discarding the pits, put them in a saucepan, cover with cold water and cook until the meat has boiled off. Strain, and use the liquid for making a fruit drink, or for gelatin or other desserts.

#### VEGETABLES

Vegetables offer a wider range of salvaging possibilities as well as more pitfalls than fruit since cooking method materially affects the vitamin content. The job is to cook them

properly and to find ways of preparing tasty dishes from the portions usually discarded.

**ASPARAGUS:** The lower portions of the stems can be used to make cream of asparagus soup. Cook until tender and then strain, for the stems are quite tough and stringy.

**BEETS:** Cook with the skins on, and rub off the skin after the beets are cooked, while they are still warm. Beet leaves can be prepared like spinach. The stems should be cooked with the beets rather than with the leaves, for the leaves become overcooked if boiled long enough to soften the stems.

**BROCCOLI:** The flowerets can be used as one vegetable, the leaves and stems as another. Remove the tough skins of the stems and cut into one-inch pieces. Give the stems a head-start in cooking, and then cover with the chopped leaves.

**BRUSSELS SPROUTS:** The outside leaves should be washed thoroughly and used for soups or sauces.

**CABBAGE:** The outside leaves have many uses. They can be cooked as a vegetable, or stuffed, or cut up fine for cole-slaw.

**CELERY:** Green celery is cheaper than white, and contains more vitamins. The green leaves can be used in soups, dressings and omelets, or dried and saved as an herb to flavor foods.

**CAULIFLOWER:** Follow suggestions for broccoli, using the outside leaves and stems.

**CUCUMBERS:** The skins of cucumbers

should not be removed. If you want to make them more appealing, score them with a fork, drawing lines down the sides, before slicing.

**CARROTS:** Scrub and eat with skins on.

**ESCAROLE:** Cut the tough leaves into small pieces, boil in salted water. Drain, add butter or margarine and sprinkle with crumbs and a dash of nutmeg.

**LETTUCE:** Use outside leaves as cooked greens, or shred with scissors into ribbons for salad.

**PARSLEY:** Don't serve purely as trimming; mince and sprinkle over food to make sure that it is eaten, for parsley is rich in vitamin A.

**POTATOES:** Cook in jackets when possible. If necessary to pare, be sure the parings are thin. Never soak pared potatoes. Try making potato pancakes by grating the potatoes with the skins on.

#### SALVAGE SUGGESTIONS

**VEGETABLE COCKTAILS** can be made from the water in which vegetables have been boiled. Simply chill the juice and add salt if necessary. Or you can make a half-and-half cocktail with tomato juice.

**SALADS** can be made from practically any cold left-over vegetable. Simply chop and combine with other raw or cooked vegetables and a dressing.

**COLD VEGETABLES**, left over from the night before, are excellent when served with a dash of sour cream.

**SOUP STOCK** is another way to use the water in which vegetables have been boiled. Keep a large covered jar in your refrigerator, and strain into it the juice from vegetables. Add to it stock made from odds and ends of vegetables which are not used for meals: pepper seed-pods, pea pods, tomato peels. The result will be the basis for a varied and appetizing soup.

**SHCHAV** can be made from all kinds of odds and ends. Carrot tops, stems of kohlrabi, outside leaves of lettuce, cabbage and brussel sprouts are cut into strips and cooked together in six cups of water, for about 30 minutes. Strain off the broth, and add a beaten egg (slowly to prevent curdling). Then season with salt, lemon juice and a little onion. Chill, and serve with sour cream.

### Watch for...

Work on the following reports, among others, is either now under way or scheduled to begin soon:

Women's Slips

Cold Cream

Inks

Talcum Powder

Breakfast Cereals

Underwear

# CAR CARE for "A"-card drivers

It is true that cars were never designed to thrive on an A-card gasoline ration. But that doesn't mean your car needs the kind of expensive upkeep suggested by advertisers of automotive products, who claim that your car needs elaborate servicing even though it goes practically nowhere, and that at not over 35 miles per hour. Here is some advice for A card holders.

One thing that does not need special care, especially in Summer, is the oil. Anyone who changes oil every 1000 miles or every two months, as advised by the Gulf Oil Co., American Petroleum Institute, and others, is being taken in—and is unpatriotically wasting oil, to boot. Forget oil changes until late Fall, at least. Nor does the chassis, generally speaking, need greasing oftener than every 1000 miles. Possible exceptions: if you drive over very rough roads or get caught in a cloudburst, an extra greasing might help.

Four items do need special attention: car exterior, engine, tires and battery.

## **SURFACE**

Unpainted surfaces, and inferior chromium plate (and, unfortunately, that means most plating) rust just as usual or even faster. Ventilate both your garage and the car itself. Don't keep manure or garden fertilizer in the garage. If the car is exposed to salt air or mist at the seashore, wash it frequently. Keep it waxed, but don't spend all your effort on the broad gleaming panels. Pay special attention to edges, and spots where paint or chrome is worn or missing. Flow liquid floor wax into seams, joints and cracks between fenders and body, running boards, etc. Wax chromium everywhere.

## **TIRES**

The hardest thing about caring for your tires is to keep up the correct pressure; they lose air whether you drive or not, and usually need inflation oftener than once a week. If you don't get to a filling station that often, a few strokes per tire each week with a hand tire-pump will keep the pressure where it belongs. It belongs at 28 pounds, front and rear, on almost every car using balloon tires.

(This is probably not the figure in your car instruction manual; that gives the pressures for the best ride, not the longest tire wear.) It is a very sensible thing to check the pressure of each tire before you inflate it, as well as afterward. If one tire is much softer than the others, examine it; there is a leak somewhere—a potential flat. Get after it and avoid damaging a tube by having a flat on the road.

## **HEAT CONTROL**

All cars use the heat of the exhaust gas to help vaporize the ingoing gas-and-air mixture. The amount of heat is usually controlled by a thermostatically operated valve, and for speeds under 35 miles an hour this valve opens and reduces the heat too soon. Therefore, under present driving conditions, this manifold heat control valve should be wired or fastened in its closed (cold engine) position, both Summer and Winter. This will give better economy and more complete combustion of the fuel, especially in Winter. It will make the engine knock slightly more, and you may not be able to run the car with the valve tied shut in Summer if you have many hills to climb. Make sure the valve is not stuck in its open position before you fasten it. You should be able to move it up and down.

Not only has the anti-knock value of gasoline been reduced for the duration, but, with slow driving, more carbon stays in the engine (high speeds drive some of it out), so that cars knock more readily than before. There are four ways of handling this knock. In preferential order they are: (1) Drive under the knock; that is, accelerate gently, not depressing the accelerator enough to start the engine knocking badly. (2) Retard the spark slightly so that the knock is reduced in intensity. This does not cut down gas mileage or power as much as most people think. Do not try to take out all the knock in this way however. (3) Have the carbon scraped out. This will give relief for quite a while. Adding a second cylinderhead gasket when the head goes back on will postpone the return of knocking still farther. (4) Use premium gasoline, which now

has about the antiknock value of pre-war regular. But unless full power and no knocking are essential, try to use methods (1) and (2).

This is about all the special care your engine needs in hot weather, but as soon as the weather turns cool start covering up the radiator. You may feel foolish, doing this in September, but remember that most cars are overcooled, and that few things are worse for your engine than running it around half warmed up, or shutting it off in that condition. This means, for instance, that just backing your car out of the garage to get at your garden tools is bad business, even in hot weather. So is letting the car cool down in the yard after a run, then starting it up again hours later to drive it into the garage. It's a heat engine, and must be kept hot, for health as well as efficiency. (*Consumer Reports* will publish an article on special Winter driving problems in the Fall.)

## **BATTERIES**

A-card driving is hardest on your storage battery. If your car stands idle, the battery discharges very slowly. And when you drive, you probably do not go far enough so that the generator can replace the electricity used in starting. The current-producing capacity of the battery gets lower and lower. And eventually, it won't turn the engine over at all. This problem is serious in the Summer time, and will be much worse when Winter comes.

There are only two methods of attack—and neither will solve the problem, only lessen it: (1) Take less current out of the battery. (2) Put more back.

The chief drain on the battery is in using the starter. Therefore, if the engine does not start promptly (when either hot or cold), do something about it. If your car has an automatic choke, read the starting instructions in the car manual. Various chokes require different "cocking" techniques. Make sure the spark plugs are clean inside and out, that spark plug and ignition points are properly set, that starter switch and wiring is clean and tight.

Unfortunately, many cars start

hard after standing a few days, due to loss of gasoline from the carburetor. A drastic but effective remedy is to remove the wing nut and small lid from the top of the air cleaner (black can on top of carburetor), pour in not more than 2 tablespoonfuls of gasoline. Replace the lid, hold accelerator down part way, then use the starter. If you can't follow these instructions any filling station or garage man will show you the trick. If it works well, you might remove the lid, drill a 1/4-inch hole in it, and use this hole and a squirt-can of gasoline to make your priming easier, plugging up the hole after starting. But do not repeat the priming operation if the engine fails to start.

Hot engines often start hard. Avoid pumping the accelerator; hold it down, or pull the hand throttle (if there is one) all the way out, while stepping on the starter.

#### BATTERIES

Blow your horn seldom; modern horns use very large amounts of current while in operation. Use headlights as little as possible; switch to parking lights while the engine idles, as at traffic stops. Similarly avoid holding the car on grades with the foot brake, thus saving the current necessary for the two powerful stoplights. Set the handbrake instead. Don't use the cigarette lighter. Disconnecting the car clock, if electric, will stop another small drain.

Now, about putting more electricity back into the battery. Try to arrange your driving so that you make a minimum of (engine) stops and starts, and a maximum of steady driving that will charge the battery. The fewer and longer your runs can be, the better. A second obvious step is to make sure the generator on your car is giving all it can give. If you keep your speed under 35 miles an hour, the older third-brush regulated generators, if in good condition, can safely be set to charge at a higher rate. How high, for your particular unit, is a question best left to a good auto electrician. Modern generators, used with voltage and current regulators, will not as a rule need this upward adjustment.

Another way to get more charging is to run the generator faster, so that it starts charging at lower car speeds. This can be done by fitting a smaller generator pulley. Expense is involved, and a replacement pulley which your car dealer or electric serv-

ice man can install, may not be easy to get.

Except with the best of luck you cannot get, either, the one appliance that would solve the whole problem—a home charger, which you can plug into your a-c house lighting circuit and which charges the battery slowly while the car is not in use. Even in normal times one of these home chargers, costing from \$9 to \$20, will more than pay its way. At the present time, they would be indispensable—but they are almost unobtainable. But make an effort to find one, and, if you do, share it with your neighbors.

#### RECHARGING BATTERIES

If, despite all the measures you take, your battery shows signs of losing its battle of current production, you must have recourse to service station charging. Shall you let your battery, right in the car, be hooked to a "quick charger" and be on your way in an hour or two, or must you immobilize car and battery for 10 to 24 hours, or hire a rental battery, while your own battery is brought up

to full charge on an old-fashioned charging line?

If your battery is in good condition, and is completely discharged, a quick charger will get you going in a short time. For batteries that are merely low, and need bringing up to full charge again, you will do best to stick to the old-fashioned system. It is true that a quick charger can fully charge a battery without damage—if properly operated—but to do so takes from six to eight hours. The regulation charging line is safer, if less convenient.

Bear in mind that the small amount of special attention your car needs now is *in addition* to your regular maintenance schedule, either on a mileage or obvious-necessity basis. Just because you "don't go anywhere" is a poor reason for not having brakes tightened, wheels lined up, clutch pedal adjusted, etc., if these things need doing. Not keeping your car in good condition is one way of abusing it. Take care of the things you have. Remember, new cars won't be available the day after war is over.

## Powder Bases

... remove shine and help hide blemishes.

Buy trial sizes, then choose "for keeps"

Once regarded as the symbol of health and well-being, today a shiny face—and particularly a shiny nose—is something most women avoid like the plague. And while face powder does do a temporary job of covering the shine, many women find that the effect doesn't last as long as they'd like it to. There are two alternatives to a shiny nose: to keep a powder puff handy, reapplying powder as soon as the gloss develops; and to use a powder base, which simultaneously increases the adhesiveness (clinging power) of the face powder and adds to its ability to hide blemishes.

The earliest products used for this purpose were vanishing creams. Basically a vanishing cream is an oil-in-water emulsion consisting of a special type of soap with a large excess of stearic acid, mixed with water and a little glycerin. This product leaves a thin, invisible film to which rouge and powder will adhere. But since vanishing creams have no covering power, manufacturers soon began to

add some pigment to give the creams opacity.

Because some vanishing creams had a tendency to "roll" on the skin, so that they did not spread evenly, liquid creams and lotions appeared on cosmetic counters to be used as powder bases. Though lotions are a little more difficult to make and to keep stable than are the vanishing creams, they have the advantage of being easier to apply smoothly and evenly. Actually, however, they are simply vanishing creams in a more liquid form.

With few exceptions, vanishing creams and lotions are the foundations upon which formulas for make-up bases are built. The addition of face powder to a cream or lotion makes for improved appearance in the final make-up.

The requirements for powder bases are simple: they should conceal small blemishes and skin discolorations; they should leave a coating on the skin for the make-up to adhere to;

and they should contain emollients, to keep the skin soft and flexible.

#### TYPES OF BASES

The following varieties of powder base are those most widely used: vanishing cream type (with or without added powder); lotion (with or without added powder); "liquid powder"; cold cream base with added powder; waxy-type in stick or cake form, and "pancake."

**VANISHING CREAMS** and lotions have been discussed above. These can be used on practically all types of skin.

**"LIQUID POWDERS"** are suspensions of face powder in a liquid medium consisting of alcohol, glycerin and water. Because the alcohol has a tendency to dry the skin, it is best used on oily skin. "Liquid powders" are applied with the finger tips or with cotton; since the powder tends to settle out from the liquid, it may be difficult to apply evenly and smoothly.

**COLD CREAMS** with added powder are best used on dry skins. They should be spread very thin so as not to give the shiny, oily appearance of cold cream. A very thin film of cream left on the skin is sufficient to make powder adhere.

**STICKS OR CAKES** made from a fat-wax mixture, with considerable pigment and no water are a newer type of make-up base. The requirements for this type are similar to the requirements for a lipstick—it should be hard enough to keep its form even in hot weather, and still be soft enough to spread easily when applied. The stick or cake is applied in small dabs and then spread with the finger tips.

**"PANCAKE"** make-up base is a combination of a large proportion of pigment mixture with a small proportion of wax-oil-water mixture in which the water content is low and the wax content high. The resulting mixture is thoroughly dried, ground very fine,

mixed with a thin gum solution and pressed into cakes. A moistened puff, sponge or cotton is used to apply "pancake" make-up, and the result after drying is a thin powder-like film. This type may be used alone instead of face powder, or as a foundation for additional powder.

It is impossible to say dogmatically that one type of make-up foundation is better than another. All have advantages and disadvantages, depending on the kind of skin on which they are to be used, and the appearance desired by the user. Because choice is so much a matter of personal preference no attempt has been made to rate powder bases.

Although some cosmetic manufacturers who used to make "sample" sizes of their products for the 5-and-10 cent store trade are no longer doing so, it is still possible to find all types on the 5-and-10 cosmetic counters. Try one or two different "trial-size" make-up bases to find out which type suits you best.



*Smooth buttons and buttonholes that allow them to slip through easily are things to look for when buying underwear for children.*

## CHILDREN'S UNDERWEAR

A study of the types and brands available, with discussion of what to look for when you buy

Newspapers, trade papers, and magazines have been devoting much space to the deplorable shortages of children's clothing. They have talked of special "Priorities for Children" and have brought tearful recriminations against the powers that be, for letting our children go naked.

Peculiarly enough, however, these same papers shy away from the one simple method which would cut down the amount of stock required by storekeepers in order to satisfy the size and style requirements of their trade—standardization of sizes and styles. There are instances where storekeepers must maintain stocks of eight different garments, all of the same style and labeled the same size, in order to have all the needed sizes.

It is true that there are shortages of the cotton yarn and the production facilities needed to supply children's underwear requirements. Many of the manufacturers are making underwear for our armed forces, and the long staple cotton is needed in war production. The more reason, then, for the WPB to step in and establish

size and manufacturing standards to eliminate this waste and make sure that what is available is used instead of staying on the shelves because of wrong size or undesired styles.

Work done by the Bureau of Home Economics of the U. S. Department of Agriculture has established clearly that age is the least desirable basis for size. This conclusion was based on 36 different measurements of 147,088 children; the Bureau recommended that size labels be based on height and girth. Yet most manufacturers still persist in labeling children's underwear with sizes based on age. To add to the confusion garments with the same size label from different manufacturers are far from similar in dimensions.

Until such time as standard sizes which can be readily correlated to the actual dimensions of the child are established, mothers would do well to buy children's underwear by actual measurements rather than by marked size. The simplest way to do this is to measure the child around the hips and trunk. (Trunk measurements

are taken by passing a tape measure from the shoulder around the crotch and back to the shoulder.) Then measure the garment for correct dimensions at the same points. About one inch larger than the child's measurements is generally satisfactory.

Children's shirts, shorts and union suits should have considerable elasticity, and should fit fairly snugly. A snug-fitting garment is more comfortable than a tight, binding one or loose one. To see whether a garment is elastic enough, try stretching the fabric; if it does not spring back into shape after stretching at the store, it is unlikely to do so after washing.

#### MATERIAL

Although some authorities recommend garments made partly of wool many doctors and child specialists warn against their use, because they may irritate the skin. If the child spends much time outdoors in cold weather and the presence of wool against the body does not irritate, there is no harm in its use. A heavy weight cotton garment, however, is cheaper and should provide practically the same warmth as a garment with only 10% wool.

Garments made entirely of cotton are far better than those decorated with shiny rayon stripes. The rayon adds nothing to utility and it creates an added problem in washing, as rayon cannot take the severe laundering that children's underwear sometimes require.

The most common cotton fabrics used are ribs and flat knits, although lightweight tuck-stitch fabrics are popular during the summer. The rib knits are more elastic but the flat knits are more durable. CU's tests, however, indicate that there is little difference in the wearability of the fabric used in most children's underwear. There are, however, construc-

tion features which should be looked for.

#### CONSTRUCTION

Seams should be so constructed that the garment can be stretched to its maximum without tearing the sewing thread or opening the stitches. This construction is especially needed at the waistband of shorts, where the elastic is sewn to the garment.

Raglan sleeves give more freedom of movement than other types, and overlap shoulders on shirts or vests make them easier to put on without the necessity of large neck openings which leave the chest and neck exposed.

Parents of small children should pay particular attention to the design of the union suits they buy. Buttons should be large and smooth, and easily reached. Button holes should be large enough to allow the button to slip easily into them. If they are not the child may become discouraged and call for help or leave the job half done.

Of real value to the child who is learning to take care of itself is the "self-help" seat. This may be either elastic on top or overlap on the side.

The ratings of 22 brands of children's underwear listed below are based on tests for bursting strength and resistance to abrasion, as well as examination of construction and design of the garments.

There appeared little difference in wearing quality of fabrics of the same weight in the different brands. Examine construction features carefully before you buy.

#### BEST BUYS

*The following brands are judged to offer the best value for the money in the order given.*

**Ward's Comfytops** (Montgomery Ward). Shorts: Cat. No. — 29A712, 18¢; 29A675, 15¢; 29A713, 29A709, 29¢. Shirts: Cat. No. — 29A728, 19¢; 29A710, 18¢; 29A707, 29¢. Union suits: Cat. No. — 29A703, 33¢; 29A704, 33¢. All plus postage.

**Penney's** (J. C. Penney Stores). Shorts: 25¢, 19¢; union suits: 39¢; two-piece suits: 39¢.

**Woolworth** (Woolworth Stores). Shirt: 20¢; two-piece suit: 40¢.

#### ACCEPTABLE

*(In approximate order of quality.)*

**Me Do** (Thomas Dalby, Inc.). Union suit: 90¢.

**Vanta Double Duty** (Earnshaw Knit-

ting Co.). Shorts: 69¢; shirt: 59¢; union suit: \$1.29.

**Ward's.** (See "Best Buys.")

**Jockey Jr.** (Coopers, Inc.). Shorts: 45¢; shirt: 45¢.

**E-Z** (E-Z Mills). Shirt: 35¢; three-piece suit: \$1; union suit: 69¢.

**Munsingwear** (Munsingwear, Inc.). Shorts: 54¢; shirt: 39¢.

**Forest Mills** (Brown, Durrell Co.). Shorts: 35¢, 39¢; shirt: 35¢; union suit: 29¢.

**Ern-Tex** (Available at 10¢ stores.). Shorts: 20¢, 35¢; shirt: 20¢.

**Penney's.** (See "Best Buys.")

**Speedon** (E-Cut Knitting Mills). Union suit: 69¢; two-piece suit: 89¢.

**Woolworth.** (See "Best Buys.")

**Hudson** (J. L. Hudson Store, Detroit). Shirt: 29¢; union suit: 85¢.

**Carter's** (Wm. Carter Co.). Shorts: 65¢; shirt: 65¢; union suits: \$1.25, \$1; two-piece suit: \$1.10.

**Globe** (Globe Knitting Mills). Shirt: 50¢; union suit: 85¢.

**C.M.O.** (Chicago Mail Order House). Shorts: Cat. No. — 3MC105, 19¢; shirt: Cat. No. — 3MC104, 19¢. Both plus postage.

**Sears'** (Sears-Roebuck). Shorts: Cat. No. — 16E7929, 30¢; 16E7665, 19¢. Shirts: Cat. No. — 16E7664, 19¢; 16E7928, 30¢. Union suit: Cat. No. — 16E7600, 33¢. All plus postage.

**Wittywear** (Crowley, Milner & Co. Department Store, Detroit). Shorts: 39¢; shirt, 39¢.

**Supre-Macy** (R. H. Macy Store, NYC). Shorts: 49¢, 54¢, 59¢; union suits: 89¢, 79¢; shirt: 49¢.

**Filene's Crest Brand** (Filene Department Store, Boston). Shorts: 59¢; shirt: 49¢; union suit: 90¢.

**Princess May** (Augusta Knitting Mills). Shorts: 65¢, 60¢, 55¢; shirt: 55¢.

**Nazareth** (Nazareth Waist Co.). Shorts: 35¢; shirt: 35¢; union suit: 54¢.

**Quickees** (Boston Knitting Mills). Shorts: 57¢, 50¢; shirt: 55¢; union suit: \$1.

### Availability

Unless a city is specified in the parentheses after the brand name, the brands listed are normally available nationally. The market situation in infants' and children's underwear is such today, however, that you may have considerable trouble buying a particular brand. CU suggests that you look for any brand in the "Best Buy" list which offers the desired type of garment.



BUY  
WAR  
BONDS

# SHIRTS & BANDS for infants

Results of tests of 14 different brands and many types. Durability was found similar among the brands tested, but differences in style and construction make careful examination necessary to get the best garments

The size situation in infants' underwear is as chaotic as in children's but the results are not as apparent, as infant's outgrow smaller sizes rapidly and most mothers wisely buy larger sizes than needed. As infants do not move around as much as older children, perfect fit is not as important.

Types of knit underwear for infants are generally limited to bands or vests and shirts. The fabrics used are similar to those used in underwear for older children except that knits with rayon stripes appear more common. This is hard to understand as infants' underwear is more apt to require boiling than that of older children, and rayon will not stand up under such washing. Mothers are well advised to avoid rayon in any form in underwear for infants.

The sleeveless vest or band is a useful garment in any baby's wardrobe. The diaper can be pinned to the vest, and because the weight is distributed evenly over the shoulders it helps baby's posture. In cold weather, a shirt can be added, but in Summer a baby is well dressed in a diaper and sleeveless vest.

There are three basic types of infants' shirts: button-down-the-front or coat-style, slip-on, and double-breasted. The coat-style is most popular. It is easily put on, holds its shape well, and gives sufficient protection without being too heavy. Slip-on shirts have no buttons or tie strings; since they are slipped over the head, putting them on may frighten the baby. Slip-on shirts also have a tendency to leave the neck exposed which is not good in cold weather. The double-breasted shirt has tie strings and gives a double thickness of material across the chest. It tends

to stretch out of shape, however, and to leave the baby's throat unprotected.

CU's tests covered as many different garments as it was possible to get in 14 different brands of infants' underwear.

Fabric was tested for bursting strength and resistance to abrasion, and garments were examined for construction features which would affect wearability. Fabrics of approximately the same weight and thickness showed very little difference in wearability and there were none among those tested which had any special construction features which would add or detract from the ability of the garments to withstand wear.

If the precautions about construction features are carefully followed all infants' underwear listed below should give satisfactory wear.

## BEST BUYS

*The following brands were judged to offer the best value for the money in the order given.*

**Rubens** (Ruben. & Marble, Inc.). Shirts: button-front with long sleeves, 31¢; double-breasted pull-over with short sleeves, 28¢; double-breasted pin-back with long sleeves, 28¢; double-breasted side-tie with long sleeves, 48¢.

**Dr. Spencer's Baby Jane** (Available in 10¢ stores). Shoulder band, 10¢. Shirt: button-front with short sleeves, 20¢.

**Ward's** (Montgomery-Ward). Shirts: Cat. No. — 31A624, button-side with short sleeves, 42¢; 31A764, double-breasted side-tie with long sleeves, 39¢; 31A719, double-breasted side-tie with long sleeves, 25¢; 31A720, double-breasted side-tie with long sleeves, 39¢; 31A657, side-tie with short cuffed sleeves, 69¢; 31A609, double-breasted pin-back with long sleeves, 26¢. Shoul-

der band: Cat. No.—31A608, 14¢. All plus postage.

**Sears'** (Sears-Roebuck). Shirts: Cat. No. — 38E8803, double-breasted side-tie with short sleeves, 33¢; 38E8807, double-breasted pin-back with long sleeves, 38¢; 38E8857, pull-over with short sleeves, 38¢; 38E8846, double-breasted pin back with long sleeves, 22¢. Shoulder bands: 38E8744, 33¢; 38E8749, 19¢; 38E8745, 13¢. All plus postage.

**Jason** (Hearn's Department Store, NYC). Shirts: button-front with long sleeves, 39¢; double-breasted side-tie with long sleeves, 39¢.

## ACCEPTABLE

*(In approximate order of quality.)*

**Rubens.** (See "Best Buys.")

**Vanta** (Earnshaw Knitting Co.). Shirts: double-breasted side-tie with short sleeves, 65¢; single-breasted with short sleeves, 65¢; button-front with long sleeves, 70¢; button-front with long sleeves, 55¢.

**Carter's** (William Carter Co.). Shirts: double-breasted side-tie with short sleeves, 75¢; double-breasted side-tie with short sleeves, 59¢; draw-string neck with short sleeves, 59¢; button-front with short sleeves, 60¢.

**A.M.C.** (Associated Merchandising Corp.). Shirts: double-breasted pull-over with short sleeves, 50¢; double-breasted side-tie with long sleeves, 68¢; double-breasted side-tie with long sleeves, 55¢.

**Supre-Macy** (R. H. Macy Store, NYC). Shirts: button-front with long sleeves, 64¢; double-breasted side-tie with long sleeves, 47¢; button-front with short sleeves, 54¢; pull-on with short sleeves, 54¢.

**Ward's.** (See "Best Buys.")

**Dr. Spencer's.** (See "Best Buys.")

**Sears'.** (See "Best Buys.")

**Jason.** (See "Best Buys.")

**Speedon** (E-Cut Knitting Mills). Shirts: pull-over with short sleeves, 57¢; pull-over with long sleeves, 47¢.

**C.M.O.** (Chicago Mail Order House). Shirts: Cat. No. — 3LD48, double-breasted pin-back with long sleeves, 22¢; 3LD49, coat-style button front with long sleeves, 22¢. Both plus postage.

**Filene's Crest Brand** (Filene's Department Store, Boston). Shirt: double-breasted side-tie with short sleeves, 59¢. Shoulder band with pin tabs, 50¢.

**Me Do** (Thomas Dalby, Inc.). Shirt: double-breasted side-tie with short sleeves, 39¢. Shoulder band with pin tabs, 35¢.

**Hudson** (J. L. Hudson Department Store, Detroit). Shirts: double-breasted side-tie with short sleeves, 39¢; button-front with long sleeves, 39¢. Shoulder band with double hem, 19¢.

<sup>1</sup> For a list of the A.M.C. stores, see page 12 of your 1943 Buying Guide.



The pledge below was prepared by OPA as part of its campaign against the black market, which is adding untold millions to the nation's living costs. It is being distributed nationally by OPA through consumer organizations, OCD groups and others anxious to help in the campaign.

CU is glad to do its part in bringing the pledge to the attention of its members. We urge you to sign the Home Front Pledge now, and to take or send it to your local War Price and Rationing Board, as a guarantee of your cooperation in the fight against inflation. And while you're there, get some more copies of the Pledge, and get your neighbors to sign to join the fight on the home front.

#### TO DO MY PART ON THE HOME FRONT

- ... To help distribute rationed goods fairly.
- ... To help hold down the cost of living.
- ... To help eliminate black markets.
- ... To bring violations to the attention of my War Price and Rationing Board.

I make the following pledge:

**I WILL PAY NO MORE THAN TOP LEGAL PRICES.**

**I WILL ACCEPT NO RATIONED GOODS WITHOUT GIVING UP RATION STAMPS.**

Signed:.....

Address:.....

FROM CONSUMER REPORTS

## HONEY

A discussion of the available varieties and grades, and how the honey market has been affected by the war. This article will help you buy honey, and give you some ideas on how to use it

As a result of restrictions in the use of sugar, the demand for honey has increased tremendously. Although a WPB order restricts its industrial use to make more available to consumers, current demand is far in excess of domestic supplies.

Packers who formerly supplied their market with a product made uniform by the blending of two or more honeys, now find it difficult to obtain a sufficient amount of any one type of honey. The result has been a great variety of colors, flavors and other characteristics under the same label.

The great demand for honey and the resultant high prices have brought to this country an increased amount of imported honeys, particularly from Mexico, Central America and South America. At no time has the honey producing industry in these countries achieved the high standard of United States production.

#### TYPES

To conform with the Federal Food and Drug Act, "honey" should be the pure unadulterated product of the bees. It can be classified into two main types: *extracted* honey (frequently called strained honey), and *comb* honey (sometimes called section honey). Extracted honey is usually shipped to distributors in a clear liquid condition, although it may also be offered to consumers in a semi-liquid or solid condition. When liquid honey crystallizes into a solid, some persons think the product is adulterated or spoiled. Thousands of pounds of good honey are needlessly thrown away by housewives for this reason. But crystallized honey can be reliquified simply by immersing the container in water and heating it until the honey is completely liquid. Be careful to keep the water under the boiling point and remove the honey as soon as it is liquid. Over-intense or over-long heating darkens the honey and spoils its flavor.

#### EXTRACTED HONEY

**Grading:** Although honey is usually graded on the basis of color, flavor, density and aroma, extracted honey is difficult to grade. Although it can be tested for adulteration, individual taste is the most important factor in determining quality. *Color* varies greatly depending upon the source of the nectar the bees have gathered and the treatment which has been given by the packer.

A careless or inexperienced packer frequently overheats it in the bottling process with the result that honey which originally may have had a light color and mild flavor, is marketed several shades darker and has a decidedly burned flavor. Natural colors range from water white through white, light amber, dark amber to very dark brown. Color is a fair guide to taste but not always a positive one. Generally, the lighter-colored honeys are milder in flavor and smoother to taste.

**Taste,** like color, also varies greatly and ranges from a mild, delicate flavor (clover or white sage honey) to a strong flavor (buckwheat honey) or even a disagreeable flavor. Because of this great difference, consumers accustomed to clover honey will frequently insist that buckwheat is not honey at all, or vice versa. The latest F & D A standards require that No. 1 honey be well ripened, well strained, shall weigh not less than 11 pounds, 12 ounces to the gallon, at a temperature of 60 degrees Fahrenheit. Its color should be such that it can be graded white or amber. It shall not have been contaminated by dirt or other foreign material, nor may its flavor be affected by fermentation, overheating, or by chemical flavoring.

#### COMB HONEY

*Comb Honey* has a wide appeal and offers one great advantage over extracted honey: it contains all of the

volatile bodies which make up its flavor and aroma, some of which are lost when honey is extracted by centrifugal force or by heating. For this reason, comb honey has generally a superior flavor. It costs more money, too, because a bee keeper loses the wax that goes to market in comb honey. When the honey is extracted, this wax is used again and again by the bees. Since bees' wax is made from honey consumed by the bees and bees consume from 7 to 15 lbs. of honey to produce a pound of bees' wax, it is easy to see why comb honey is more expensive than extracted honey. In addition, bees' wax has a market value of over three times the value of honey. Comb honey is, therefore, little more than a table delicacy.

#### GRADING COMB HONEY

**Grading:** Very few consumers are aware that comb honey is, or should be, graded. To most purchasers, a comb, whether dark or light in color, or filled to the frame or half empty, is still just a comb of honey. Unwittingly, they pay the same price for a poor comb as for a good one. In 1941, the federal net weight law was passed, stating that all producers would be compelled to mark the net weight on every comb of honey that entered into interstate commerce. In harmony with these regulations and the statutes of many states, most of the larger bee keeper associations and the largest producers have accepted the following standard of grading:

#### GRADE STANDARDS

**Extra Fancy:** Sections to be evenly filled, combs firmly attached to the four sides, free from stain; combs and cappings white, and not more than six unsealed cells on each side. No section in this grade is to weigh less than 14 oz. net. Each section in this grade is to be marked "minimum net weight 14 oz."

**Fancy:** Sections to be evenly filled, combs firmly attached to the four sides, free from stain; comb and capping white, not more than six unsealed cells on each side, exclusive of the outside row of cells. No section in this grade is to weigh less than 13 oz. net. Each section in this grade is to be marked, "Minimum net weight not less than 13 oz."

**No. 1:** Sections to be evenly filled, comb firmly attached to the four sides, free from stain; comb and capping white to slightly off color, and not more than 40 unsealed cells, ex-

clusive of the outside row. No section in this comb is to weigh less than 11 oz. net. Each section in this grade is to be marked, "minimum net weight not less than 11 oz."

**No. 2:** Combs not projecting beyond the frame, attached to the sides not less than two thirds of the way around, and not more than 60 unsealed cells, exclusive of the two rows adjacent to the frame. No section in this grade is to weigh less than 10 oz. net. Each section in this grade is to be marked, "minimum net weight not less than 10 oz."

#### HOW TO JUDGE FRESHNESS

Generally speaking, unless kept under the most ideal conditions, comb honey cannot be kept liquid from one year to another. Although well-ripened honey will not spoil with age, it will crystallize. The consumer can determine the condition of the honey in the comb by holding the comb against a strong light. If the light penetrates, the honey is liquid; if, however, the comb seems opaque, the honey is probably crystallized. It is a simple matter to reliquify extracted honey; in the case of comb honey, however, it is quite impractical.

#### CEILING PRICE

Under OPA order MPR275, and its subsequent amendments, retail ceiling prices have been established for honey in all sizes. Under this order, the most economical consumer package is the five pound container, although this size may be difficult to locate as it affords the smallest margin of profit to packers. Owing to a recent downward revision of the ceiling price on imported honey, it is possible that less honey will be imported than heretofore, resulting in an even smaller available supply to fill the growing demand.

The uses of honey are many and varied. It can usually be substituted for other types of sweeteners to good advantage. Baked bread, cakes, and pastries made with honey will remain fresh and wholesome for a longer period than otherwise. Many like the flavor of honey with grapefruit, stewed fruits and French toast.

When you shop for honey, don't be taken in by a pretty jar or container. Many packers have capitalized on the large group of people who "judge the book by its cover" by packing mediocre quality honey in modernistic pottery, vases or jugs, and selling it at prices far in excess of its true value.

## INSULATION

Insulation has always been an important subject to thrifty homeowners who were anxious to get the most for their fuel dollars while keeping their homes at comfortable temperature levels, both Winter and Summer.

Today, with some fuels hard to get, and others rationed at low levels, the subject takes on added importance. For good insulation can keep your home comfortable this Winter even with reduced fuel consumption. And even if you can't afford a complete insulation job, you can cut heat losses considerably by spending a few dollars and a few hours on installing some insulating devices.

If you haven't already received CU's article on Home Insulation (*Reports*, June, 1943), prepared by the well-known architect and insulation expert, Simon Breines, we advise you to order a copy now. The suggestions it gives will help enable you to keep your home at a comfortable temperature while you are co-operating with the Government's efforts to conserve fuel.

In addition to the article on insulation, the other articles listed below may be able to help you with your heating problems. Any three 1941 or 1942 copies of the *Reports* are three for 50¢; 1943 *Reports* and single issues of other years are 25¢ each. Use the form below for ordering.

### CONSUMERS UNION

17 Union Sq., W., N. Y. C. (3)

I enclose ..... for which  
please send me the issues of the *REPORTS*  
I have checked below:

- ☐ July 1941: Heating Plants; a Comparison of Types.
- ☐ August 1941: How to Cut Your Fuel Bill.
- ☐ September 1941: How to Buy Bituminous Coal.
- ☐ June 1942: How to Operate Your Water Heater at Maximum Efficiency.
- ☐ August 1942: Conversion from Coal to Oil.
- ☐ October 1942: Weatherstripping.
- ☐ February 1943: How to Get More Heat from Your Oil Ration.
- ☐ June 1943: Home Insulation.

NAME.....

ADDRESS.....

F&I

# Regulations on Enrichment

## A clearcut statement of policy by the Federal Security Administration regarding the addition of vitamins and minerals to foods

The popularity of vitamins has, in the last few years given the word "enriched," on a food label, something of the character of "Open, Sesame," in increasing sales. Enrichment of foods has, consequently, been much exploited as a means of augmenting sales volumes. And many foods not satisfactory for enrichment have been dosed with vitamins and minerals.

Until recently, the government's attitude toward addition of vitamins and minerals to foodstuffs has been a rather vague one. Never has there been a clearcut definition of what foods can and should be enriched, and to what extent—and with what substances—such enrichment should take place.

On July 3 the Federal Security Administration promulgated a clear "statement of policy with respect to the addition of nutritive ingredients to foods." Although it is primarily intended for the guidance of food manufacturers, it is of great importance to consumers, since it gives a clear picture of official policy with regard to the wartime food situation. The following are excerpts from FSA's statement:

### SUBSTANTIAL CONTRIBUTION IMPLIED

"The labeling or advertising of a food as enriched with vitamins and minerals is an implied promise to consumers that it contains, in addition to the normal constituents of the unenriched food, sufficient vitamins and minerals to make a substantial contribution to the nutritional welfare of persons eating the enriched food in customary amounts. In order to promote honesty and fair dealing by fulfilling this implied promise, it is necessary that the implied quantities of enriching ingredients be determined in the light of deficiencies of the various nutritional factors in the diets of the population in general and of significant population groups, the place occupied by the food in such diets, and the suitability and effectiveness of the food as a carrier of the enriching ingredients without undue separation or loss before consumption.

"Honesty and fair dealing will best be promoted if such enriched foods as are made available to consumers serve to correct such deficiencies and furnish a reasonable margin of safety. Enrichment above the levels required to accomplish this end is wasteful and contrary to the interest of most consumers. . . . Enrichment of foods with nutrients that are supplied in adequate quantities by the diets of all significant population groups is not only wasteful but tends to confuse consumers as to their nutritional needs. . . .

### VITAMINS IN NATURAL FOODS

"Most natural foods contain a wide variety of needed factors in significant amounts. It is highly probable that a diet of unenriched foods so chosen as to contain the required quantities of the presently known needed vitamins and other factors would more nearly supply all needed factors, known and unknown, than a diet which is raised by enrichment to adequacy in the vitamin and minerals now known to be needed.

"Even though adequate nutrition could be better assured through the choice of natural foods than through reliance on enrichment, unenriched foods of the kinds and in the quantities necessary for adequate nutrition are not now available to substantial parts of the population and are not likely to be available soon; nor are most consumers sufficiently educated on nutritional questions to enable them to make an intelligent choice of combinations of unenriched foods on the basis of nutritional values.

"Because of the lack of adequate production of a number of foods high in certain nutrients and the lack of consumer knowledge of nutrition, appropriate enrichment of a few foods widely consumed by the population in general or by significant population groups will contribute substantially to the nutritional welfare of consumers and to meeting their expectations of benefit. Enrichment of those foods which are not a substantial part of the dietary of any significant group

tends to confuse and mislead consumers through giving rise to conflicting claims of nutritional values and by creating an exaggerated impression of the benefits to be derived from the consumption of such foods.

"If the customary process of manufacturing a staple food refines it so as to remove significant quantities of nutritive factors present in the natural product from which the food is made, and if the refined food is a suitable and efficient carrier of the factors so removed, some nutritionists advocate the restoration of such factors to the levels of the natural product as the most desirable basis for enrichment. To the extent that restoration serves to correct deficiencies of such factors, it is consistent with the promotion of honesty and fair dealing that refined foods be enriched on a restoration basis. However, when the evidence shows that the restoration levels are too low to correct deficiencies, or that deficiencies exist in other factors for which the refined food is an efficient carrier, the promotion of honesty and fair dealing may require the inclusion of corrective quantities of nutritive factors in the enriched food even though such factors are present in smaller quantities or wholly lacking in the natural product from which the food is made. Similar considerations may require the enrichment of unrefined foods."

With this stand of the FSA, Consumers Union is in complete agreement.

## Daily Needs:

The following are the minimum requirements for the known vitamins and minerals, as set by the Food & Drug Administration. These values are *minima* for the average adult; they are not optimum intake levels.

Vitamin A: 4000 International Units (I.U.);  
Vitamin B<sub>1</sub> (thiamine): 1 milligram or 333 I.U.;  
Vitamin C (ascorbic acid): 30 milligrams or 600 I.U.;  
Vitamin D: 400 I.U.;  
Riboflavin (vitamin B<sub>2</sub> or G): 2 milligrams;  
Calcium: 750 milligrams;  
Phosphorus: 750 milligrams;  
Iron: 10 milligrams;  
Iodine: 0.1 milligram.

# HEALTH AND MEDICINE

HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

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CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.

## VITAMIN A

Get yours from foods, not from pills. CU's medical adviser here discusses the causes of vitamin A deficiency, and tells you what foods to eat to meet body requirements

BY HAROLD AARON, M.D.

*This is the first of a series of articles on the vitamins. Though CU reviewed the subject only a few years ago (January 1940-October 1940), so much new knowledge has been gained, and so many new commercial vitamin preparations have appeared on the market, that another review of the subject has become necessary.*

The first thing you should know about vitamin A is that if you're living on a diet which includes fair amounts of green leafy vegetables or yellow root vegetables, eggs, and dairy products, you need have no fear of a deficiency. For unlike some of the other vitamins, which are relatively scarce, vitamin A is abundant, and many foods which supply it are cheap and easy to obtain.

### WHAT IS VITAMIN A?

Before we discuss the A vitamin, a few words about vitamins in general might not be amiss. Vitamins may perhaps best be described as essential food components which, if not adequately supplied, leave the body open to a variety of ailments. Each vitamin is a specific preventive for a group of so-called deficiency diseases, ranging in severity from general fatigue to fatal cases of beriberi or scurvy. When one of the deficiency diseases develops, the vitamins are used as cures.

Technically, the vitamins are divided into two groups: fat-soluble vitamins (A, D, E and K) and water-soluble vitamins (C and the B complex). What is generally called vitamin A is found in foods in two forms: as vitamin A itself (found in meats and dairy products); and as carotene, the "precursor" to vitamin A (found in fruits and vegetables). For practical purposes, there doesn't appear to be much difference between them; the carotene is transformed to vitamin A in the body. Intake of vitamin A beyond the immediate needs of the body is stored in the liver.

### WHAT IT DOES

If you follow the ads, you'll be told that vitamin A is the anti-infective vitamin. You'll be informed that the addition of vitamin A to cough drops will prevent serious respiratory infection; that you can build up resistance to colds by getting products reinforced with vitamin A.

But when you examine these claims in the cold light of scientific knowledge, you learn that they have only the haziest basis in fact. The fact is that practically all the known vitamins are essential to good health, but their functions are interrelated, and the ability of each vitamin to perform its job is tied up with the function and adequacy of the other vitamins.

Thus, all the vitamins play a role

in the body's resistance to infection and, though it is true that a severe deficiency of vitamin A will result in lowered resistance, so will a deficiency of the other vitamins. According to Dr. Hugh R. Butt of the Mayo Clinic,<sup>1</sup> "Enough evidence indicates that there are many other factors of equal or greater influence in infection than vitamin A and that there is no justification for calling vitamin A the anti-infective vitamin."

### EYE AND SKIN SYMPTOMS

Another popular conception of vitamin A ties it up to night blindness. Gross deficiency of vitamin A intake or absorption does lead to night blindness (inability of the eyes to adapt to reduced light). But night blindness is quite rare. And there is no basis for the belief that eating a few carrots will immediately cure it. Since the conversion by the body of carotene to vitamin A, and its subsequent reaction on the "visual purple" (the portion of the visual mechanism involved in night blindness) takes considerable time, it won't be for quite a while that any carrot-chewing activity will have effect.

As a matter of fact, night blindness and other evidences of gross vitamin A deficiency are seldom the result of inadequate vitamin A intake. Usually these conditions result from the body's failure to store vitamin A (as in a disease called cirrhosis of the liver), or of too rapid excretion, so that there is not enough time for the vitamin to be stored or utilized (as in fistula, or severe and prolonged diarrhea).

Evidences of lesser vitamin A deficiency are more common, though not so easily recognizable. An important symptom of such deficiency is a change in the lining membrane (conjunctiva) of the eye. The result is a condition known as xerosis (dryness) conjunctivae.

Early signs of xerosis conjunctivae are often difficult to recognize by ordinary examination. The only sure way doctors can detect the disease is by use of a special microscope—the biomicroscope. Examination of large numbers of persons by biomicroscope shows that xerosis conjunctivae is much more common than has been supposed. And checking of diets and case histories reveals that the most frequent cause is a diet de-

<sup>1</sup> Jour. Amer. Med. Assn., Nov. 28, 1942 p. 1301.

ficient in vitamin A. Dryness of the eye membrane occurs long before there are any symptoms of night blindness.

Recently a variety of skin symptoms have also been ascribed to vitamin A deficiency. As early as 1931, some of these were recognized and described by Drs. Frazier and Hu, working in China. The first symptom is simple skin dryness. Then, as the deficiency progresses, tiny pimples, which are the same color as the skin, appear on the neck, back, buttocks, calves, elbows, knees and thighs. These changes are somewhat similar to the early symptoms of scurvy, a severe vitamin C deficiency disease. The general appearance is that of "goose-pimples" or "toad skin" on the affected parts.

Other skin disorders which appear to be associated with vitamin A deficiency are ichthyosis, pityriasis rubra pilaris, and Darier's disease. All these disorders are characterized by abnormality in the horny or keratin layer of the skin.

In most skin diseases associated with vitamin A deficiency, the disorder is believed to be associated with poor absorption, storage, or utilization of the vitamin, rather than with inadequate intake.

#### VITAMIN A REQUIREMENTS

It is not known exactly how much vitamin A is required to keep the body functions at their best, but scientific estimates, based on long experimentation, place the daily requirement at 5,000 International Units (i. u.) for adults; 6,000 to 8,000 i. u. for pregnant and nursing women; 2,000 to 6,000 i. u.—depending on weight—for children. Though these figures may look somewhat formidable, there should be no difficulty in getting the amount of vitamin A which corresponds to them (see chart).

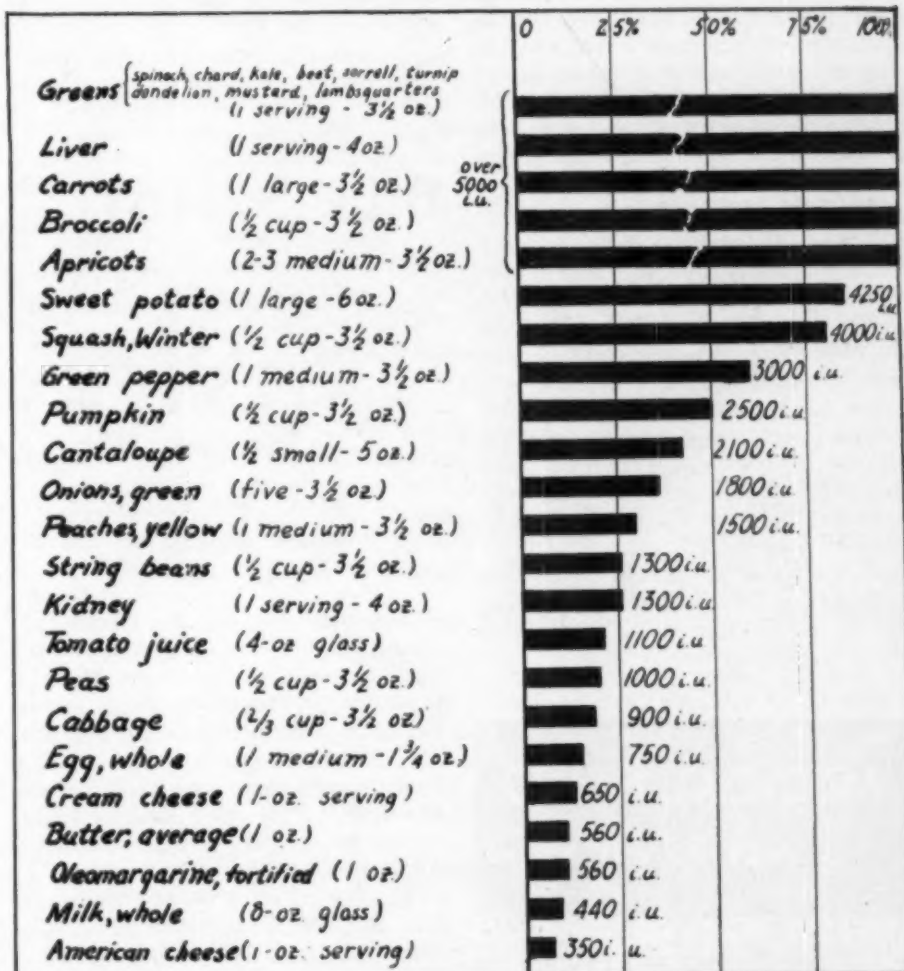
#### SOURCES OF VITAMIN A

The richest food sources of vitamin A are leafy greens, yellow root vegetables, liver, milk products and eggs (see chart). In vegetables, the vitamin A is present in the form of carotene.

Both vitamin A and carotene are highly resistant to destruction by boiling, though baking, frying, and roasting cause some loss, as does dehydration. Canning and quick-freezing cause no significant loss in original vitamin A content.

In order that vitamin A may be

## Good Sources of Vitamin A



The chart above shows how much of the daily requirement of vitamin A is furnished by an average serving of various good sources of the vitamin. Values are shown as a percentage of an average adult's daily needs, and also as International Units (i.u.).

absorbed and utilized, bile must be present in the intestine. In diseases of the kidney or gall bladder where there is a disturbance of bile secretion, it is necessary to administer bile salts so that the vitamin may be absorbed.

Mineral oil, taken after or during meals, can interfere seriously with the absorption of vitamin A. If you must take mineral oil, the safest time to do so is just before retiring, not after meals.

For the person who has no kidney, gall bladder or liver disturbance, prevention of vitamin A deficiency depends entirely upon obtaining some of the natural foodstuffs containing the vitamin. A good plan is to see that the daily meals contain adequate amounts of the foods listed in the chart.

It is almost impossible to supply the needs for vitamin A from dairy foods and eggs alone (see chart). Dark green, leafy vegetables are the best source.

For those whose vegetable intake is restricted because of some digestive disturbance, however, the alternative is to increase the egg and milk intake and to eat liver and kidneys frequently. But restrictions of this type are rare. Even the person who is unable to tolerate ordinary cooked vegetables can usually have the same products sieved, or in the form of canned infant foods.

It is interesting to note, incidentally, that Summer vegetables and dairy products are much richer in vitamin A than those produced in Winter. Though the differences are

sometimes large, they are not, practically speaking, of great importance, since vitamin A is at all times abundant. Furthermore, the body has the ability to store excess vitamin A, so that if an abundance is taken during one season, a less than normally adequate amount in the following months will suffice.

#### RESULT OF OVERDOSE

Though the normal person can tolerate practically unlimited amounts of carotene, a great excess of carotene—either in the form of vegetables or vitamin A preparations—in persons having diabetes or nephritis can cause the appearance of a temporary yellow coloration of the skin, which is similar in appearance to mild jaundice. If you live on a normal, ordinary diet, however, you need fear no such symptoms.

A discussion of vitamin D, together with listings of products containing the A and D vitamins will appear in an early issue of the *Reports*.

## MEDICAL NEWS AND VIEWS

The late Summer and Fall are the seasons for infantile paralysis (poliomyelitis) epidemics. Dr. Philip Stimson, an authority on children's diseases, in a letter to the *Journal* of the American Medical Association for July 10, 1943, makes several suggestions on how to prevent the spread of the disease.

In the presence of the disease in a community, he recommends the following precautions:

1. Avoid the use of any water that is possibly contaminated with sewage for drinking, for swimming or for washing utensils. Sewage carries the virus of poliomyelitis considerable distances and for a considerable time.

2. Avoid exhaustion from exertion or chilling, since both tend to increase chances of infection.

3. Avoid injury to the mucous membrane of the nose and throat, such as results from a tonsil or sinus operation.

4. Any minor illness associated with fever, headache, or pain in the neck or spine should be treated by a competent physician.

5. Strive for proper sanitary conditions and, in particular, destroy flies and their breeding places. Flies can carry the virus.

6. Avoid unnecessary physical contacts with other people, wash hands

before eating, and don't put unclean objects in the mouth. The virus can enter the body through the mouth.

7. There are no known drugs or chemicals that can prevent or cure the disease.

**BILL S. 1161** is the new bill introduced into the Senate by Senators Wagner and Murray to improve medical and hospital care throughout the nation. Included would be provision for assistance in medical education, research and graduate study.

Two groups of physicians lead the fight for better medical service: the Physicians' Forum of New York and the Committee of Physicians for the Improvement of Medical Care.

Watch BILL S. 1161. Don't let it go the way of the first Wagner Health Insurance Bill.

The war has not prevented far-seeing citizens from planning for the medical needs of the people. Medical personnel and services for our armed forces have been adequately provided for. But the requirements of the civilian population especially in war production areas have engaged the attention of only a few public-spirited citizens.

The leading officials of the American Medical Association cannot be counted among these. They have not served our armed forces as well as they could have, and they have done practically nothing about the new problems of medical care for civilians. Although several thousand physicians are needed for emergency work in war production areas, the American Medical Association has impeded every attempt to mobilize these physicians from areas where there is a relative adequacy of physicians.

It is heartening to see at least two groups of physicians who have dissociated themselves from the standpat, business-as-usual position of the American Medical Association. The Physicians' Forum of New York, led by the distinguished Dr. Ernst Boaz, has been in the lead of the fight for better medical service in war-production areas. It has acquired strong allies among many organizations.

Now, it has been joined by the Committee of Physicians for the Improvement of Medical Care. This Committee, composed of leading physicians of the best medical schools of the country, had an honorable part in the fight for the first Wagner

Health Insurance Bill. But the failure of the people to rally behind the Committee doomed this bill.

Today there is a new opportunity not only to provide better medical service in war-production areas but to promote the passage of a new bill introduced by Senators Wagner and Murray—Bill S. 1161, entitled "The Federal Social Insurance Contributions Act." The parts of the Bill devoted to health have evoked the following letter to Senator Wagner from the Committee of Physicians:

"The Committee of Physicians for the Improvement of Medical Care wishes to congratulate you on the presentation of S. 1161, the Federal Social Insurance Contributions Act. The medical features of the Bill seem to the Committee broadly conceived in a spirit of service. With its general provisions the Committee is in accord. It reflects evidence of long and careful study of the subject. It provides a framework and a basis for discussion from which it is sincerely hoped that a constructive program for improved medical and health care of the American people may be developed. The Committee is especially gratified that provision has been made for an Advisory Health Council, a measure that it has consistently advocated.

"The medical profession should accept the challenge. Its members have the expert knowledge required to implement the measure. This knowledge should be placed unreservedly at the disposal of the legislature. . . ."

Consumers Union will discuss some of the features of the Wagner Bill in an early issue.

# BURNS: a discussion of new methods of treatment based on experience in industry and in the front lines

Wartime makes for quick changes in many fields, and the field of medicine is no exception. The advances in medical and surgical procedures already made in this war are nothing short of revolutionary, and they will result in tremendous improvements in these fields long after the war is over. Along with the wide use of dried blood plasma, the use of sulfonamide drugs for the treatment of wounds, and the use of penicillin as a powerful germicide, may be classed the major advances in the treatment of burns.

## PAST TREATMENT

In past years medical authorities recommended the use of tannic acid preparations for the treatment of burns.

A little over a year ago (*Reports*, March 1942), CU's medical consultants reviewed methods of treating burns, and summarized the best prevailing opinions at the time. Wet compresses were recommended for large burns; sterile water-soluble jellies (like K-Y) for small or superficial ones. The use of greasy substances was discouraged, except possibly for small or superficial burns.

Already, the article shows, medical opinion was beginning to turn against the use of tannic acid: "... Tannic acid sprays, compresses and jellies are very useful in the hands of a physician, but they can cause trouble when improperly applied. Moreover, there is a growing opinion that tannic acid preparations should not be used for first aid treatment of burns on the face, hands or genitals, because of the tendency of the drug to cause permanent contracture or puckering. ..."

Experience in the front lines and in the treatment of industrial accidents has further convinced doctors of the hazards involved in the use of tannic acid, and has changed their attitudes towards the treatment of both severe and superficial burns.

In severe burns, where the burned area is larger than the surface of the hand, the prevention of "shock" is still of first importance. (Shock is defined as the vital depression—manifested by chill, slowed-down breathing, weak pulse, trembling and sometimes unconsciousness—resulting

from injury and pain.) If a physician is available, he can help relieve pain and combat shock by the administration of morphine. It is now considered neither necessary nor advisable, however, to cover the patient with heavy blankets or use hot-water bottles. Recent experience shows that unless the patient is exposed to low temperatures, he will do much better if his body is covered only with a sheet or a thin blanket and if he is kept in a position with the head slightly lower than the rest of the body until he reaches a hospital. There, if necessary, more drastic means can be used to combat shock—administration of fluids, plasma or blood among them.

Other innovations in the treatment of burns are indicated in two recent publications. One is a revised pamphlet put out July 10, 1943 by the Medical Division of the Office of Civilian Defense, and entitled "Treatment of Burns and Prevention of Wound Infections." The other is an article by Doctors McClure and Lam: "A Statistical Study of Minor Industrial Burns," published by the *Journal of the American Medical Association* of July 31, 1943. Both incorporate phases of the newer knowledge in the treatment of burns.

## FIRST AID FOR BURNS

When burns are severe or extensive, first-aid treatment should start, whenever possible, with the administration of one-half grain of morphine sulfate (by injection or by mouth) to relieve the pain. No ointments or salves of any kind should be used on severe or extensive burns when the patient is to be admitted to a hospital within two hours. Sterile dry gauze should, however, be applied to exposed surfaces, to help prevent infection.

Should it happen that the patient cannot be taken to the hospital within two hours, morphine should still be administered if possible. Then the burn should be covered with sterile boric acid ointment or sterile petroleum jelly (like *Vaseline*) over which one or two layers of sterile gauze should be smoothly applied. It is advisable to keep tubes (not jars, which

are easily contaminated) of ointment in the first aid kit for this purpose. Over the first gauze dressing, there should be placed a pad of sterile gauze or sterile cotton, and the entire dressing held firmly in place with a firm but not tight bandage. This considerably reduces the tendency to infection. Tannic acid jellies and sprays are to be avoided. The dressing should not be disturbed except by a physician; it can be left in place for as long as two weeks.

Wide experience in the treatment of burns has convinced surgeons that the best results are obtained with this so-called "open" method of treatment. It is especially recommended for burns of the hands, face, feet and genital region.

## "CLOSED" TREATMENT

The so-called "closed" treatment, which makes use of tannic acid, is considered advisable only for severe burns of the trunk, and then only if strict surgical asepsis can be employed in the preparation of the burned surface. This is possible only in a hospital or other place where there is strict medical supervision.

The report by Doctors McClure and Lam is based on records of observations made in treating over 7000 minor burns occurring in a group of about 250,000 industrial workers. One of the striking facts observed in the study was that no less than 84 different proprietary products had been employed by plant physicians in treating the burns.

Many minor burns of the hand or face were treated with tannic acid ointments, apparently on the assumption that what is good for a large burn must be equally good for a

## What to Do for Minor Burns

1. Wash the area with white soap and cold water.
2. Do not break blisters.
3. Cover the burn with clean or sterile vaseline, or 5% boric acid ointment, and then apply a fine-meshed gauze over the ointment.
4. Apply a wad of gauze or cotton over this, sufficiently large to keep dirt away but not so large as to make it impossible for the burned person to resume work.
5. If the burn is on the face or near the eyes or the genitals, consult a physician at once.

smaller one. Actually, the reasoning behind the practice of treating large burns with tannic acid was that the skin should be "tanned" with the acid to prevent undue leakage of serum from the burn, thus preventing shock through excessive loss of fluid from the body. This is not a consideration with small burns, where there is simply redness or blistering, or where the area is so small that no significant amount of fluid can be lost.

Another indication against the use of tannic acid is that it produces a hard crust on blistered burns. As one surgeon remarks with respect to this: "Our most serious complaint is that the dressing adheres to the medicated surface, making it impossible to remove the gauze without disturbing the crust formed by the ointment. Because of the necessity of keeping men on the job and the fact that the constant motion of the injured parts tends to irritate the burned area, the usefulness of the [tannic acid] dressing has not been demonstrated."

#### HEALING TIME

In the study of Doctors McClure and Lam, it was found that the average healing time for burns treated with tannic acid was from four to seven days. When simple sterile boric acid ointment or petroleum jelly was used, the healing time was reduced, on the average, to two or three days.

There has been much discussion as to whether a blister resulting from a burn should be opened before dressings are applied. Recent experience indicates that the chances of infection from a burn are considerably lessened if the dressing is applied over the unopened blister rather than over a blister which has been opened.

To remove superficial dirt and bacteria from a burned area, the best procedure is to wash with soap and water before any dressing is applied.

#### SULFA DRUGS

Proprietary products like *Unguentine* and *Bio-Dyne* are no better than plain boric acid ointment or vaseline. There is, in fact, evidence that they may not be as good. A number of ointments are available which contain one or more of the sulfonamide drugs, especially sulfathiazole or sulfadiazine. As Doctors McClure and Lam point out, "There is no evidence from this study or in other studies of major burns that the use of local sulfonamides is of value in the prevention of infection."

## NEWS AND INFORMATION

### CU Members Reply

... on the question  
of how they are meet-  
ing rising living costs

Close to 10,000 CU members sent in replies to the annual questionnaire, which was sent out with the annual ballot. The answers to the different questions show many things about how CU members feel, and how they want CU to act on various issues. These indications will be of inestimable value in helping the directors of CU to guide the organization's policy; in helping the CU staff balance the material in the *Reports* and *Bread & Butter* so that the publications will best serve the members.

From time to time, we shall analyze, on these pages, answers to those questions which we think should prove particularly interesting to members.

Less than half of the nearly 10,000 members who returned their questionnaires have any increased income

22. Since the beginning of the war, living costs on the average have risen about 25% and taxes have greatly increased. Have you been meeting these higher costs (check the items which apply):

Through increased income? 49.3%  
By borrowing? 2.6%  
By drawing on savings? 10%  
By saving less than formerly? 39.2%  
By buying less food, clothing, etc., than before? 43.3%  
By cutting down on amusements, trips, etc.? 63.7%  
By buying more carefully and avoiding waste? 65.4%

Overall tabulation of the replies to the question of how CU members are meeting rising living costs.

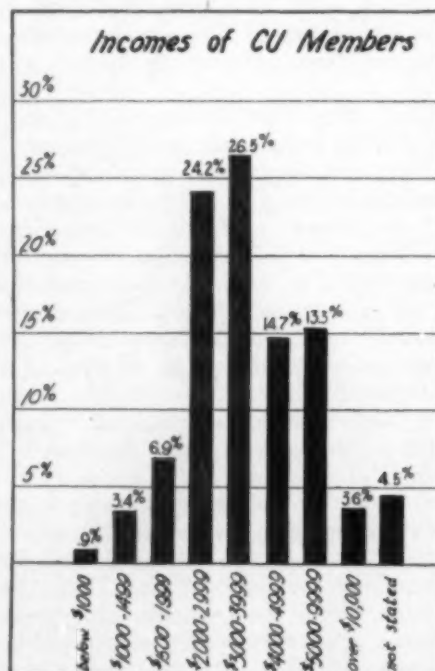
with which to meet the rise in living costs that has taken place since the war began. The rest, as well as many who have had some income increase, but not as much as rising costs demand, are having to show ingenuity, the questionnaire replies show. The means being used are different at different income levels, as the chart on page 219 reveals.

#### INCOME

On the whole, members of CU are in the "fairly well-off" income group, it would appear. Over half of them have annual earnings from \$2000 to \$4000 a year, and about a third have incomes above this level. How they make their livings will be discussed in a later article.

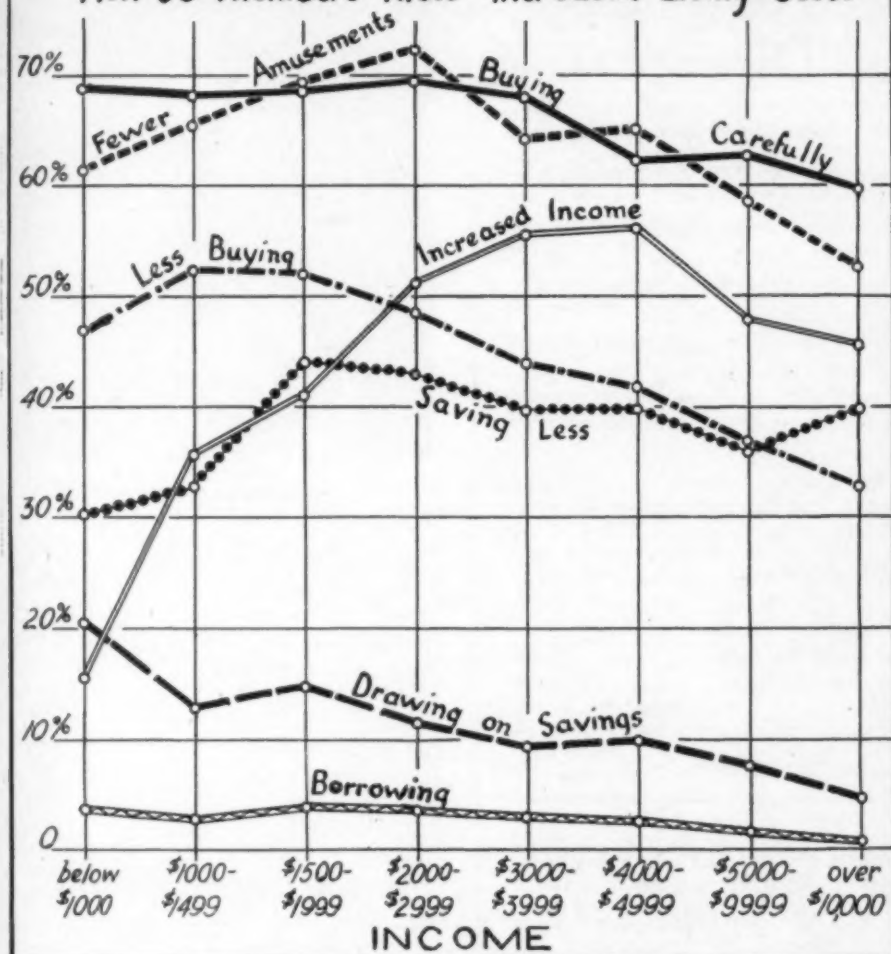
**BUYING MORE CAREFULLY** and avoiding waste ranked first among the methods used by CU members to meet rising living costs, with over 65% indicating this as one of the methods used. As might be expected, however, the tendency to buy more carefully was somewhat higher among the low and medium than among the high income families.

**FEWER AMUSEMENTS**, trips, etc. followed closely after careful buying as a money-saving device. Actually, savings in this direction have been enforced on a large number of people, whether they liked it or not, by curtailments in gasoline supplies, transportation difficulties, and shortened vacation periods.



... showing the annual family earnings of the CU members who answered the questionnaire.

## How CU Members Meet Increased Living Costs



It is interesting to note that, while in the overall picture, fewer amusements, covering almost 64% of all members, ranks second to careful buying, it is actually first in the \$1500 to \$3000 income groups.

## Board Resignations

The Board of Directors of Consumers Union announces with regret the resignation of two of its members who, over a period of years, have made important contributions to the work of Consumers Union: Dr. Gerald Wendt and Dr. William M. Malisoff.

As a result of the pressure of war activities, both Dr. Wendt and Dr. Malisoff have become engaged in work which is associated with manufacturers of products, and hence affects their eligibility for the Board under CU's by-laws.

**INCREASED INCOME** helped smooth the path of increased living costs for some half of the members who answered the questionnaire. But the percentages of people receiving more money varied sharply in the different income groups. Among families earning less than \$1000 a year, only about 15% were fortunate enough to be able to meet skyrocketing prices by this means. The percentage shows a very sharp rise as income increases (see chart), reaching a maximum at the \$3000 to \$5000 income level. At higher incomes, the percentage of people whose incomes have increased drops slightly, but does not approach the levels in the groups earning less than \$2000 a year.

**BUYING LESS** food, clothing, etc., than before accounts for 43% of CU members. The shape of this curve, as plotted against income, is of particular interest and significance. The greatest economizing, it is seen, was

in the \$1000 to \$2000 a year income groups; below that, apparently, fewer people were able to get along with less than their accustomed amount of the necessities; progressively, above \$2000, fewer people were forced to do so.

**SAVING LESS** despite the tremendous War Bond drives, accounted for economies among some 39% of families. Again a study at different income levels is interesting. At very low levels, fewer people indicated that they saved less—possibly because they had never been able to save at all. The \$1500 to \$3000 income groups were hardest hit here.

**DRAWING ON SAVINGS** to meet high prices affected only 10% of CU families. Families at low income levels were forced to draw on savings most frequently; at higher incomes, more families were able to meet rising prices without drawing on their reserves. The figure probably would have been even higher for lower income families if they had had more savings to draw on.

**BORROWING** was necessary for comparatively few CU members at any income level, with only 2.6% of those questioned having to go into debt to keep up with the high cost of living.

Most families did not use just one means to meet increased costs, but used a combination of them.

## CONSUMERS UNION

17 UNION SQUARE W., N. Y. C. (3)

### I ENCLOSE \$4 FOR WHICH PLEASE

- ☐ Enter me as a member and send me the Reports and Buying Guide and Bread & Butter for one year.
- ☐ Renew my membership for one year and send me Bread & Butter to run concurrently with the Reports.

### I ENCLOSE \$3.50 FOR WHICH PLEASE

- ☐ Enter me as a member of Consumers Union and send me the Reports and Buying Guide for one year.
- ☐ Renew my membership for one year.

I AGREE TO KEEP CONFIDENTIAL ALL MATERIAL SO DESIGNATED

NAME.....

ADDRESS.....

8CU



**MADELINE ROSS**

Madeline Ross, Editor of the *Reports* and *Bread & Butter* was one of the members of the CU staff who helped put out the first issue of the *Reports*, back in May, 1936. Then a recent graduate in Chemical Engineering, she worked on the technical staff as a chemist.

With a report in the first issue of the *Reports*—a comparison of Grade A and Grade B milk—she fired the opening gun of a fight which was to terminate four years later with the

## CONSUMERS UNION

17 Union Sq., W., N. Y. C. (3)

I am enclosing \$..... for which please send me the material I have checked below:

- ☐ "Consumers in Wartime" by Dr. Leland J. Gordon—\$1.
- ☐ "Good Health and Bad Medicine"—\$1.50.
- ☐ Binder for the *Reports*—75¢.
- ☐ Bound Volumes, 1936-37, 1938, 1939, 1940, 1941—each \$1.75. 1942—\$2.50. (Check year.)
- ☐ Complete Set of Volumes ordered together—\$10.
- ☐ Any Three Volumes ordered together—\$5.

NAME.....

ADDRESS.....

8SP

## New CU Directors

elected by members  
to fill Board vacancies

8213 ballots were cast by CU members in the recent elections to fill vacancies on the CU Board. Two new Directors were elected: Miss Madeline Ross and Dr. Edward Reich. Four Directors were re-elected: Dr. Gerald Wendt, Mr. Paul Kern, Dr. Leland Gordon, and Mrs. Eleanor C. Anderson. The complete results of the balloting follow:

Gerald Wendt .....	6644
Paul Kern .....	6419
Madeline Ross .....	6417
Leland Gordon .....	6274
Edward Reich .....	5803
Eleanor C. Anderson.....	4850
Grace Cowen .....	3493
Alice S. Beleser.....	2628

end of the antiquated two-grade system in New York City.

In 1939, Miss Ross became Technical Editor of Consumers Union, and took an active part in presenting consumer testimony at the Food & Drug Administration's hearings to set standards for foods. She has presented testimony before the Senate Committee on Taxation, and was a witness for the Department of Justice in its anti-trust case against the tobacco monopoly, in which CU's tests on identification of the different brands of cigarettes were used by the Government in the successful prosecution of the case.

Miss Ross is a member of the American Standards Association's Committee on Ultimate Consumer Goods, on the Executive Committee of the Council of Organized Consumers and, until it was disbanded recently, a member of OPA's Standards Advisory Committee.

In addition to her work as Editor of CU's publications, Miss Ross is the Assistant Director of Consumers Union, and a member of its Technical Control Committee, which plans and coordinates the technical work of the organization.



**DR. EDWARD REICH**

Dr. Edward Reich has, for many years, played an active role in Consumer Education circles. He places himself in the "rather conservative wing of consumer educators who favor the gradual and intelligent modification of current curricula by the introduction of more and more information that has to do with a well-rounded consumer life in the broadest sense—spiritual as well as physical."

Aside from his work in teaching, Dr. Reich was one of the founders of the Consumer Education Association, and Editor of the *Consumer Education Journal* until 1942. He was the President of the Distributive and Consumer Education Association from 1939 to 1943, and is a member of the Executive Board of the Commercial Education Association.

Currently, he is a member of New York's CDVO Coordinating Committee, Chairman of its Consumer Education courses, and a member of the Board of Editors of the *Consumers Wartime Digest*. He is Secretary of the Committee on Wartime of New York City's Board of Education.

Dr. Reich is the author of "Consumer Goods," and of numerous articles on consumer education. Currently, and for the past five years, he has been working on a book on "educational philosophy in line with modern needs—'Education in Use,'" as well as a second volume "Consumer Living in a Modern World," which puts into practice the philosophy of "Education in Use."

## CU's SEVENTH ANNUAL MEETING: A REPORT

CU's seventh annual meeting, held Saturday, June 26, reviewed topics and held discussions well in step with the times.

Following the business meeting in the morning, CU joined with the Physicians' Forum in the afternoon session, in a presentation of "Health Problems in Wartime."

Dr. Miles Atkinson, distinguished Forum member, spoke on "How to Provide Medical Care for the People," and discussed the various medical plans in effect in this country and abroad. He pointed out the flaws in many of the systems, and concluded that much study and experimentation would be necessary before a plan approaching the ideal could be found.

Dr. Emanuel Klein, psychiatrist of the New York City Board of Education, spoke on "Emotional Problems of Children in Wartime." He emphasized the need for emotional security in these trying times, and spoke of the urgent need for nursery schools and community activity for "war orphans."

Dr. Robert S. Goodhart of the U. S. Department of Agriculture, presented some startling results of studies in civilian feeding, and presented specific data on how much—and how little—food workers need in order to do an efficient job. He stressed the need for the right kinds as well as the right amounts of food.

The evening session was devoted to a discussion of OPA. Two of its representatives, Mr. Dickson Reck of the Standards Division and Mr. Ormsbee W. Robinson of the Educational Services Division, discussed the work of their respective branches.

Dr. Leland Gordon, Professor of Economics and member of the CU Board, followed with a history of OPA—an impressive record of alternate growth and frustration.

Dr. Hartley W. Cross, Professor of Economics and Vice President of CU, wound up the session and the meeting with a provocative discussion: "Can OPA Be Salvaged?" Dr. Cross pointed out that the wrecking of OPA had gone so far that only the most drastic changes offered any hope of a successful fight against inflation.

## CUMULATIVE INDEX

Each issue of the Reports contains this cumulative index of principal subjects covered since publication of the 1943 Buying Guide issue. By supplementing the Buying Guide index with this one, members can quickly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1943 issue. Jan. 1-28; Feb. 29-56; Mar. 57-84; Apr. 85-112; May 113-140; June 141-168; July 169-196; August 197-224.

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## Tell Us...

... how you've fared with products you've bought on the basis of CU's ratings. For more information, see *August Reports*.

PRODUCT	PRICE
BRAND NAME	MODEL NUMBER
CITY WHERE PURCHASED	WHEN PURCHASED
COMMENTS	

# The Members Tell Us:

## A few typical comments and opinions written by CU members as "Remarks" on the Annual Questionnaire

The following were selected from the thousands of comments sent in by members with their questionnaires. The pro's and con's are presented here in about the same proportion as in the returned questionnaires.

\* \* \*

We back you whole-heartedly in your fight to support grade labeling and price control, and in your conscientious scientific efforts to guide the consumer to the "best buys". . . .

\* \* \*

The four dollars a year I spend for CU represents the biggest value I have had in a long time. . . .

\* \* \*

As a soldier I am faced with fewer consumer problems than most. However, I want to urge you to keep CU functioning on the high level it has maintained throughout the years. . . .

\* \* \*

I . . . want to thank you all on the Consumer Staff for your wonderful work. I am grateful for the day that the first Consumers Union came to me. It is worth so much more than I pay for it. I am trying in a small way to show my appreciation by being one of the best little publicity agents you possibly could have. . . . I have gotten quite a few of my friends interested in Consumers Union, and to their own benefit. . . .

\* \* \*

The Consumers Union has, to date, been "something new under the sun." Please don't join the ranks of those never long-lived organizations which fall into the pit of mediocrity because of the over-extension of partisanship.

For example, *don't* rate motion pictures or anything else except consumer goods sold by brand. Shoemaker, stick to your last!

And for example, *don't* take sides on political questions unless they bear immediately and essentially on consumer goods. . . .

Finally, please continue to be absolutely impartial and conscientious in your brand ratings and tests.

\* \* \*

I find CU publications rating articles as to whether they are union made or not (which has absolutely no bearing on quality or price), and taking a strong editorial stand on political issues such as the Ruml tax plan, as well as advocating consumer cooperatives and taking a strong stand against "big business" because it is big. If such *must* be discussed in your publication, why not present both sides of the question in a fair, unbiased manner as you claim to present your comparisons of consumer goods.

\* \* \*

The Director of Consumers Union, Mr. Kallet, should be removed and an honest controlled engineer or scientist placed in charge. I can have no confidence in the technical reports when they are preceded or followed by the most absurd and wild-eyed political comments.

I want to compliment the officers, the Board of Directors, and the staff of Consumers Union for the splendid work they are doing. I like especially the effort which is put forth to make the organization, although it is spread out, a democratic one. By permitting the members to express their desires and opinions, and by carrying out the expressed wishes of the group, I find here a living example of democracy, which to me is an inspiration.

\* \* \*

I have only lately subscribed to your service. I regard it as one of the most interesting and vital of services—worth far more than the price it cost. If one would only take *full* advantage of the many money savings and quality suggestions it affords—the many opportunities for learning how to become an expert "shopper"—CU would be paid for in one fairly large shopping trip.

\* \* \*

I am very thankful we have an organization so up on its toes, so wide awake, as yours. I wish more people could get to know of you and your splendid work. I am sure we consumers would be in a far worse state than we are (which is bad enough) if it weren't for your good work.

\* \* \*

Consumers Union is doing a stupendous job which becomes more important each year, it seems to me. I am a charter member and feel the highest praise I can give is that the *Reports* have "worn well." I still find them of ever greater service and still tell my friends about them with the same enthusiasm I felt over the first copy. . . .

\* \* \*

Believe you are doing a *very* good job.

While everything I personally am interested in is not fully covered, I realize that you naturally cannot cater to each individual, and am perfectly satisfied that you are doing your best to help the largest number of people.

\* \* \*

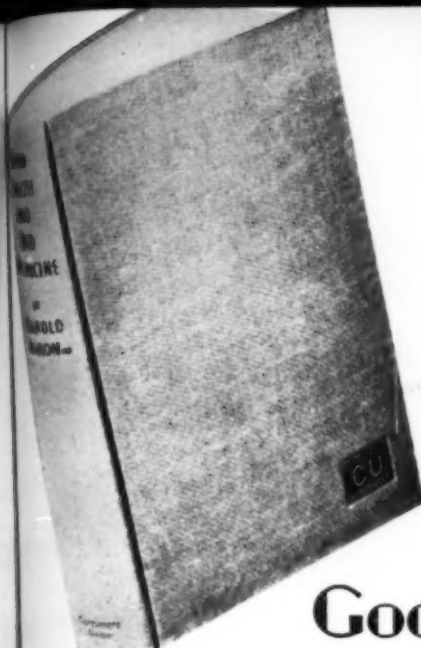
CU is performing a great service for America; following your advice means having more money for War Bonds. Keep up the good work.

\* \* \*

I am entering the armed services in a few weeks and am glad my wife will have the assistance of CU in readjusting her living habits to those she must endure under a government allotment.

\* \* \*

In a country where Congress is greatly influenced by pressure groups representing special interests such as the farm bloc, big industry, silver, labor, and so on, it is a welcome relief to see a union which is finally looking after the largest and most neglected group, the group which includes all the others and probably represents the national interest as a whole—I refer, of course, to the consumer who is now represented by Consumers Union.



**\$1.50 to  
CU Members  
\$3.00 in  
bookstores**

**DR.  
HAROLD  
AARON'S**

## **Good Health and Bad Medicine**

*We don't believe in indiscriminate self-medication. We believe that the average person should consult a physician much more often than he does. But we also know that there is a serious shortage of physicians.*

*That's why we believe that now, more than ever, you need a copy of Dr. Harold Aaron's "Good Health and Bad Medicine." It's an invaluable aid in every home, telling you when medical care is imperative; when you can safely get along without it; what first-aid measures you can take until medical help arrives; how to treat minor ailments; and how to avoid many avoidable ones. It can serve as a guide to intelligent treatment, both when you're well and when you're not.*

*The table of contents, below, will give you an idea of what you're missing if you don't order "Good Health and Bad Medicine" now.*

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"Gas" and Bloating  
Alkalizers and Acidosis  
Indigestion  
Diet  
Some Common Food Fallacies

Teeth  
Obesity  
Nervousness  
Insomnia  
Fatigue, Weakness, Poor Appetite and Tonics  
Sexual "Weakness," Impotence and Frigidity  
Stimulants - Coffee, Alcohol, Tobacco and "Pep" Pills  
Physical Therapy  
Arthritis and Rheumatism  
Feet  
Care of the Skin and Its Disorders  
Feminine Hygiene  
Kidney and Bladder Trouble  
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